JANUARY 29, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly ... of Radio

Broadcast ...

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

RADIO-TELEVISION DEPT.

PUBLIC LIBRARY
FEB. 1945
DETROIT

15 Million in 15 Years

There must be some new way to tell advertising people that WLS received over a million letters again this year!

BUT AFTER ALL, the important thing really is that again in 1944, *WLS received 1,046,929 letters,* for a total of *15,943,633* in the *fifteen years* of the present ownership. For it tells in hard figures what advertisers need to know: In the broad four-state area surrounding (and including) Metropolitan Chicago, WLS *is listened to* and listeners *respond.* We repeat: WLS is a *half-time* station doing a *full-time* job.

WLS Does Get Results!

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

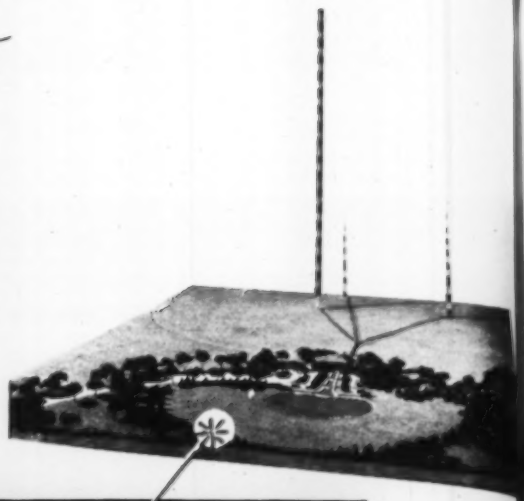
REPRESENTED BY
JOHN BLAIR & COMPANY

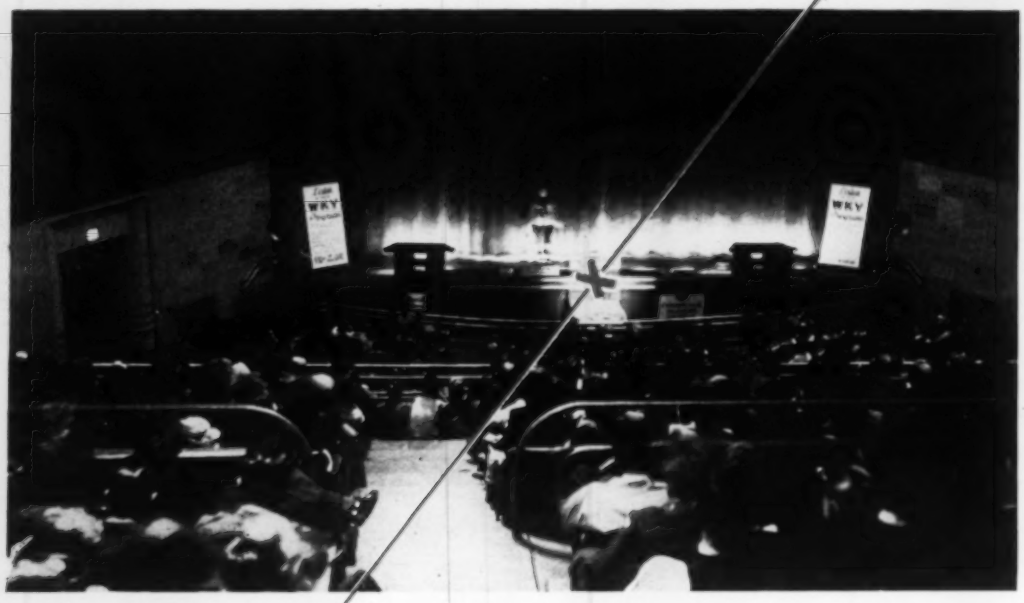
MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Sharing the Spotlight

on WKY's Television Tour

WKY's New $250,000 Transmitter





X MARKS THE SPOT where the scale model of WKY's new transmitter was placed during each of the Television Shows in 19 Oklahoma towns. At left, WKY's manager Gayle Grubb explains details of the new plant to interested spectators.

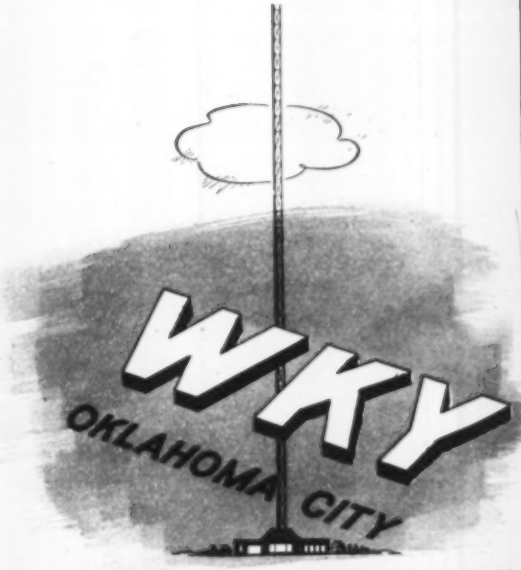
SHARING the spotlight in 19 Oklahoma towns during WKY's recent 23-day Television tour was a model of a new WKY transmitter from which Oklahomans will, before long, be hearing a great deal more.

No model, however, could visualize adequately the startling heighth of WKY's 915-foot antenna, the sixth highest man-made structure in the Western Hemisphere; nor the care and thought behind the construction of this ultramodern transmission plant.

No model could picture to the layman what this new transmiter will do for him in operation. He will discover this for himself when, one day soon, he becomes conscious of a new clarity and fidelity in WKY program reception.

WKY has always kept itself in the forefront of listeners' preference in Oklahoma by keeping itself in the spotlight through continuously improving its service and facilities and providing the most comprehensive and beneficial radio service in the state.

This is particularly apparent in the way WKY gets results for advertisers.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

EXECUTIVES OF LARGE NASHVILLE BAKERY SIGN FOR NINTH YEAR ADVERTISING ON WSIX

Shown from left to right seated are F. B. Evers, president; H. D. Sparks, sales manager; standing: R. L. Pettigrew, assistant manager, all of the American Bread Company and E. S. Tanner, commercial manager of WSIX.

The American Bread Company, bakers of HOLSUM BREAD AND CAKES for the ninth consecutive year, signed contracts to advertise these products over WSIX.

During the past eight years and including the coming ninth, its radio activities on WSIX include the sponsorship of Southern League Base Ball Games, High School and Prep School Football Games, Co-operative Network Programs, News and various Live Talent programs, plus many daily announcements.

On signing these ninth year contracts Mr. Evers said, "WSIX reaches our entire territory and produces satisfactory results for us. The type of human interest programs carried and the co-operation and service of the WSIX organization deserve our continuous support. We are glad to renew our contracts."

Facts to back up the judgment of shrewd time buyers located in Nashville and advertising to the Nashville Market, are available for those who like upward sales curves and downward sales cost.

5000 WATTS • 980 K. C.

BLUE and MUTUAL

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

THE KATZ AGENCY, *National Representatives*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Thanks!

Here are some of the advertisers who have helped to make 1944 the biggest year in the history of

WAAT

NATIONAL & REGIONAL

American Express
A & P Stores
Bryl Hair Cream
Bulova Watch Co.
Carter's Little Liver Pills
Colgate Dental Cream
Crucible Steel Co.
Curtiss-Wright Corp.
Cuticura
Ex-Lax, Inc.
Federal Shipbuilding & Drydock Co.
J. H. Filbert, Inc.
Florida Citrus Fruits
G & D Vermouth
General Motors
Hennafoam Co.
Kay Preparations
Kerr's Butterscotch
Walter Kidde Co.
Longines-Wittnauer Watch Co.
My-T-Fine Co.
National Biscuit Co.
National Union & Radio Corp.
New Jersey Bell Telephone Co.
Pirrone Wineries
Ranger Joe, Inc.
Republic Pictures
R. K. O.
Royal Crown Cola
Seeman Bros.
Super Suds
Venida Hair and Leg Lacquer
Ward Baking Co.
Wildroot Co., Inc.

RETAIL

Abelson's Inc., Jewelers
Simon Ackerman Clothes
A. S. Beck Shoe Co., Inc.
Broadway Hosiery Shops
Jack Dempsey Restaurant
I. J. Fox, Inc., Furs
Hotel St. George, Brooklyn
Howard Company, Jewelers
Janet Shop
Kresge Dept. Store
Michaels Dept. Store
Prentis Clothes
Schwarz Drug Stores
Tappins, Inc., Jewelers
Albert Turner Factory Clothing Co.

73% INCREASE OVER 1943!

This impressive increase was achieved in spite of the fact that 27% of all the available time on WAAT during 1944 was gladly contributed to the war effort!

*Now! At All Times**

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Starting at 5 a.m. with WWL's Farm Program

Speed up at 7:30 with WWL's "Dawn Busters"

Folks turn first to—WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

WPB May Suspend All Projects 13
Crosley Buys WINS for $1,700,000 13
WJZ Bans Transcribed Shows 14
NBC Clients Learn Net Bans Cross-Plugs 14
WFBR Will Shift to Blue June 15 14
Allocation Argument Set for Feb. 28 15
Radio's Sixth Loan Effort Again Tops List 15
IRE Hears Heated Allocation Debate 16
FM Shift May Cost 75 Million 16
BMB Membership Totals 131 18
OWI Increases Japanese Operations on Coast 21
Radio Brussels Saved from Germans 25
Mueller Describes Luxembourg Trouble 28
BBM to Highlight Canadian Meeting 34
MBS Sales Dept. Revises Rate Plan 54
Yankee Net Reports Record '45 Backlog 59
Women Advertisers Told of Code Plan 64
Fly Special Counsel in WOW Case 69
Hooper Lists January Ratings 71
FCC Executives Leave on Army Tour 73
WFCI Bid for 50 kw Hits Snag 76

DEPARTMENTS

Advertisers 48
Agencies 52
At Deadline 10
Behind the Mike 46
Business of Bcstg. 56
Editorial 42
FCC Actions 72
Our Respects To 42
Personal Notes 44
Purely Programs 38
Sellers of Sales 10
Sid Hix 76

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Gilbert Gardner, Sidney Shelley, Norma Pugliese Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Thor Krogh, Dorothy Macarow.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

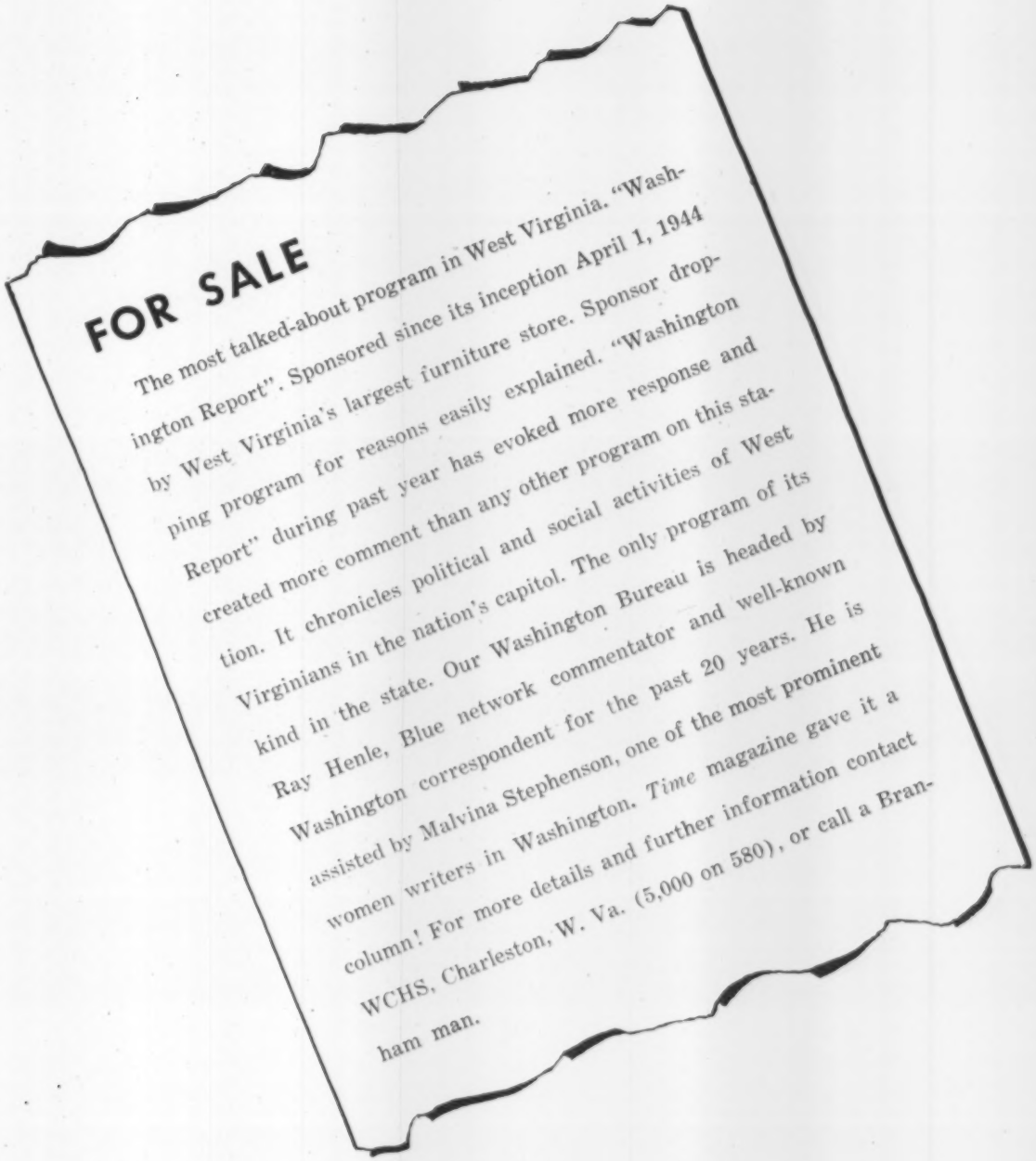
WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

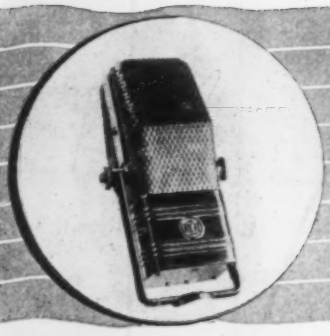
Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

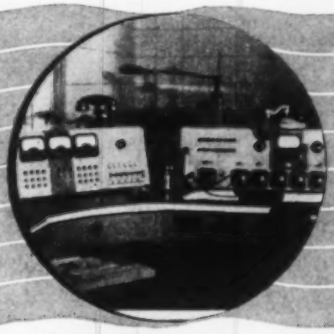

FOR SALE
The most talked-about program in West Virginia. "Washington Report". Sponsored since its inception April 1, 1944 by West Virginia's largest furniture store. Sponsor dropping program for reasons easily explained. "Washington Report" during past year has evoked more response and created more comment than any other program on this station. It chronicles political and social activities of West Virginians in the nation's capitol. The only program of its kind in the state. Our Washington Bureau is headed by Ray Henle, Blue network commentator and well-known Washington correspondent for the past 20 years. He is assisted by Malvina Stephenson, one of the most prominent women writers in Washington. Time magazine gave it a column! For more details and further information contact WCHS, Charleston, W. Va. (5,000 on 580), or call a Branham man.

In Equipment for F

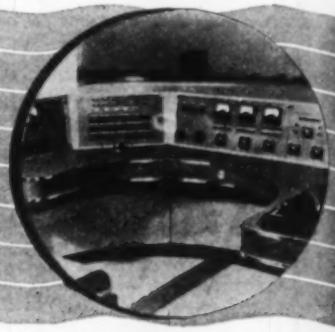
Before the war, RCA engineers had designed a complete line of equipment for FM broadcast stations. A considerable number of RCA-built, FM broadcast transmitters were installed and are on the air today. In the important (because it is chiefly used in New York, Chicago and other metropolitan centers) 10KW category, for instance, five RCA 10KW, FM transmitters have been installed. More than of any other make. An additional quantity of these transmitters was built but was diverted for war purposes.



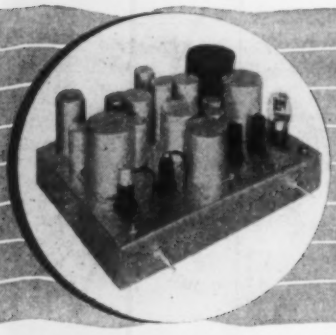
1. *HIGH FIDELITY MICROPHONES* — The RCA 44-BX Microphone is the standard of the industry. After the war, RCA will have even better microphones, insuring maximum FM response characteristics.



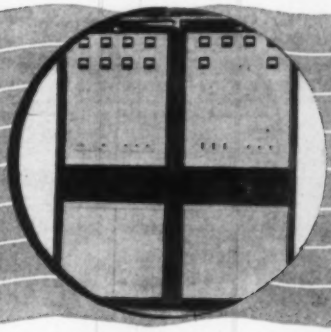
2. *STUDIO CONSOLETTES* — The RCA 76-B2 Consolette is well-suited for small and medium-sized FM stations and the individual studio booths of larger stations. Complete facilities for two studios, booth announcements, turntables, remotes, etc.



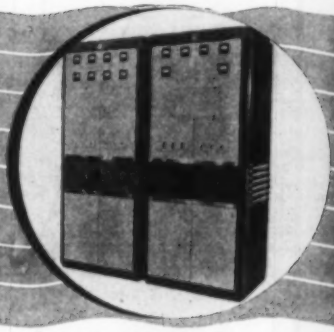
3. *STUDIO CONSOLES* — RCA, custom-built studio consoles are ideal for the high-quality requirements of FM. Shown here is the control console of FM Station WBRL, Baton Rouge, La.



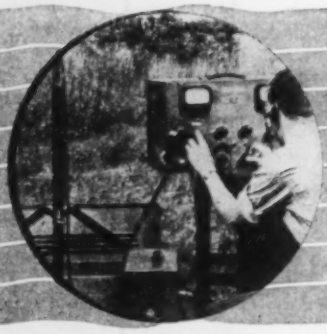
7. *HIGH-QUALITY AMPLIFIERS* — The several types of standard, RCA studio amplifiers are well-suited for FM use. All amplifiers have a flat frequency response, which may be compensated, when desired, for particular installations.



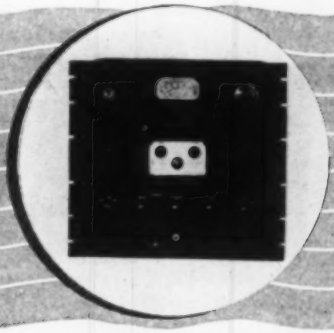
8. *1 KW FM TRANSMITTER* — This is the RCA FM-1-B Transmitter, built before the war, a number of which were installed and are in operation. After the war, RCA will offer a complete new line of FM transmitters of all powers.



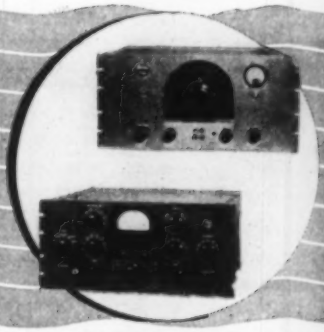
9. *3 KW FM TRANSMITTER* — This is the RCA FM-3-B Transmitter, built and sold before the war. The same exciter is used in all RCA FM Transmitters from 1 KW to 50 KW.



13. *FM FIELD-INTENSITY METER* — The RCA 301-B Field Intensity Meter, which has a frequency range of 20 to 125 megacycles—and a built-in discriminator circuit—is the only commercially produced unit suitable for FM use.



14. *FM MONITORS* — RCA FM frequency monitors and FM modulation monitors are the finest built for this specific purpose—are fully approved by the FCC for FM station use.

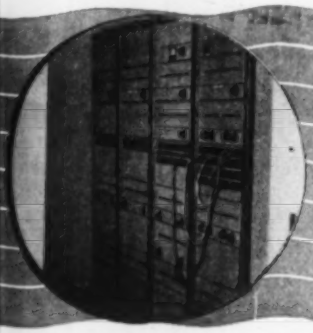


15. *MEASURING EQUIPMENT* — For making "proof-of-performance" measurements of AM noise level, FM noise level, frequency response and distortion, the RCA 68-B Oscillator and 69-C Distortion Meter are recommended.

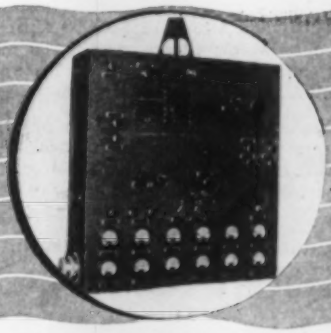
FM Broadcast Stations

RCA FM transmitters were designed and built along the lines of the exceedingly successful RCA AM transmitters. They are built that way because it is felt that station engineers want in their FM transmitters the same qualities of convenience, reliability and appearance that they have come to expect in AM equipment.

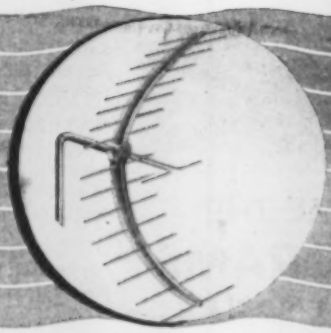
After the war, RCA will offer a complete new FM line which will incorporate the much superior, RCA-developed locked-in oscillator circuit and other improved features which have become available through RCA's advanced war work.



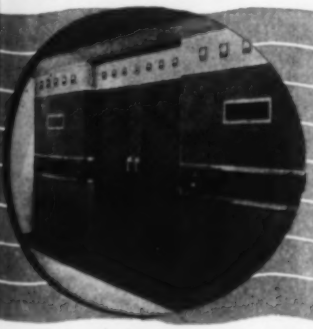
STUDIO EQUIPMENT RACKS — RCA studio assemblies for use with or without custom-built consoles are also well-adapted for FM — can be built to incorporate any facilities desired. These are the studio equipment racks at WBRL.



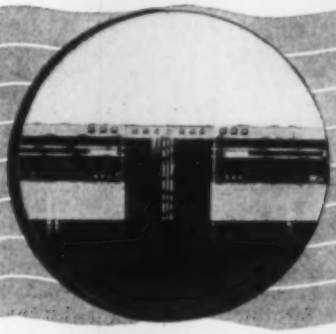
5. ***RELAY TRANSMITTER*** — RCA has built many types of relay transmitters, including the television transmitter shown here. After the war, RCA will have a new, simplified relay transmitter especially designed for FM stations.



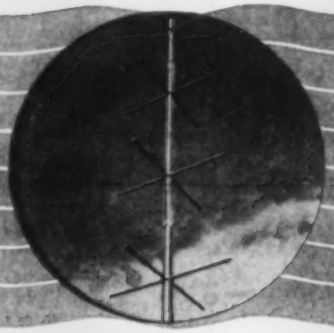
6. ***RELAY ANTENNAS*** — The directional or beam antenna, such as that shown here, is largely based on RCA research. After the war, RCA will offer a special type for FM relay service.



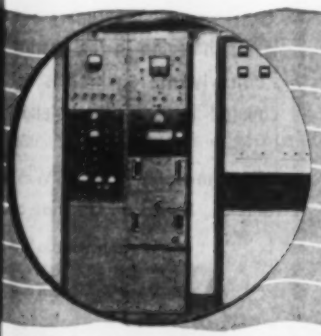
10 KW FM TRANSMITTER—This RCA FM-10-A Transmitter at NBC, New York is one of five in this power size which were installed before the war.



11. ***50 KW FM TRANSMITTER*** — This is the RCA FM-50-A Transmitter which was under construction when the war began. After the war, RCA will have a new 50 KW design incorporating many unique features.



12. ***FM ANTENNAS*** — The turnstile antenna—symbol of FM broadcasting—was developed by Dr. G. H. Brown of the RCA Laboratories. After the war, RCA will sell directly a new and improved design—much easier to install and requiring no tuning in the field.



MONITORING ASSEMBLIES — Transmitter audio equipment and monitoring equipment can be mounted in standard RCA racks to match other RCA units. Racks shown here are those at WBRL, Baton Rouge.

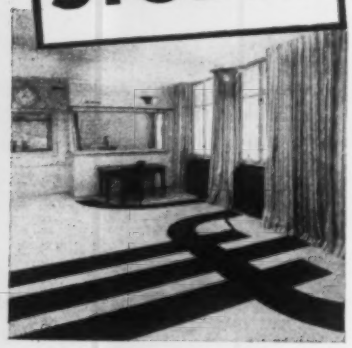
RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

FROM THIS STUDIO



COME THE PROGRAMS THAT SPELL SALES FOR ADVERTISERS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR.....46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

At Deadline . . .

UNITED DRUG Co., Boston, for Rexall products signed a four-year contract with Joan Davis for a series starting in the fall to cost $4,000,000, according to N. W. Ayer & Son. A record advertising and exploitation budget is planned. Either CBS or NBC will be used, depending on availabilities. Sealtest, with whom Miss Davis has a contract until July 1, was reportedly unwilling to meet higher salary demands ($17,500 is mentioned), but will continue *Village Store* show on NBC.

JOHN K. CHURCHILL, CBS director of research, late Friday announced creation of a television audience research institute as a division of the CBS research department. Dr. Donald Horton, research psychologist with CBS since last September, will be in charge. The institute will study the television audience; evaluate programs and program ideas through audience reactions, and maintain records and program data.

BY 5 o'clock last Friday, Bobby Riggio, 10-year-old infantile paralysis victim, had received from listeners a total of $40,700 representing dimes (about four to a letter) plus a few checks, or 159,000 mailing pieces, for the March of Dimes campaign, as a result of his appearance the previous Saturday on P&G's *Truth or Consequences* on NBC.

NATIONAL Labor Relations Board denied motion of American Federation of Musicians for a month's postponement of hearing on NABET-network-Petrillo platter-turning case but gave AFM counsel privilege of asking for delay of one week. Hearing is set for Jan. 30 before New York regional board.

BRIEF was to be filed Saturday by Local 802, AFM, in reply to recommendations of Herbert L. Northrup, War Labor Board hearing officer, reducing musicians quota from 12 to 5 at WOV New York.

GUM LABS., Inc., Clifton Heights, Pa. on March 18 for 52 weeks starts *Hello Sweetheart Hello* on 60 MBS stations Sun. 1:30-2 p.m. for Ivoryne chewing gum. Agency is McJunkin Adv., Chicago.

SELLERS of SALES

COMPLICATED rate structures are the perennial headache of timebuyers, Bergliette (Bergi) Boe of MacFarland-Aveyard maintains, and the unnecessary details in figuring involved make it difficult for the client and agency as well. Her favorite business gripe and topic of shop talk is proving with all the facts, figures and logic at her command after years in the field, that stations could gross the same amount of revenue with uniform rate structures.

BERGI

A former photographic model, Bergi is a gray-eyed blonde with a poised, quiet charm and subtle sense of humor. Chicago born, she took a two-year liberal art course at Northwestern U. and acquired her first agency experience in the New York office of J. Stirling Getchell Inc.

Returning to Chicago sometime later, she joined McCann-Erickson as timebuyer on Pillsbury Flour, Ford Dealers, Standard Oil, the National Dairy Council and other accounts. H. W. Kastor & Sons Adv. Co., Chicago, was Bergi's next step before joining MacFarland-Aveyard in that city two years ago.

Last summer Bergi transferred from that agency's Chicago office to New York. Her main responsibility is "keeping posted" on the complexities of the *Saturday Evening Post's* radio time. The magazine uses announcements on about 70 stations and a quarter-hour four-times-weekly program on the Blue, *The Listening Post*. She also buys time for the National Board of Fire Underwriters.

Together with her interest in radio which includes all its phases besides timebuying, Bergi has an insatiable fondness for the theatre and music, from symphonies to boogie-woogie. To facilitate indulgence in these interests she lives in the Sutton Place area of Manhattan, a matter of minutes from the office, the theatre, 52nd St. Swing Row, Carnegie Hall and a plethora of similar spots.

IN PENNSYLVANIA THE TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

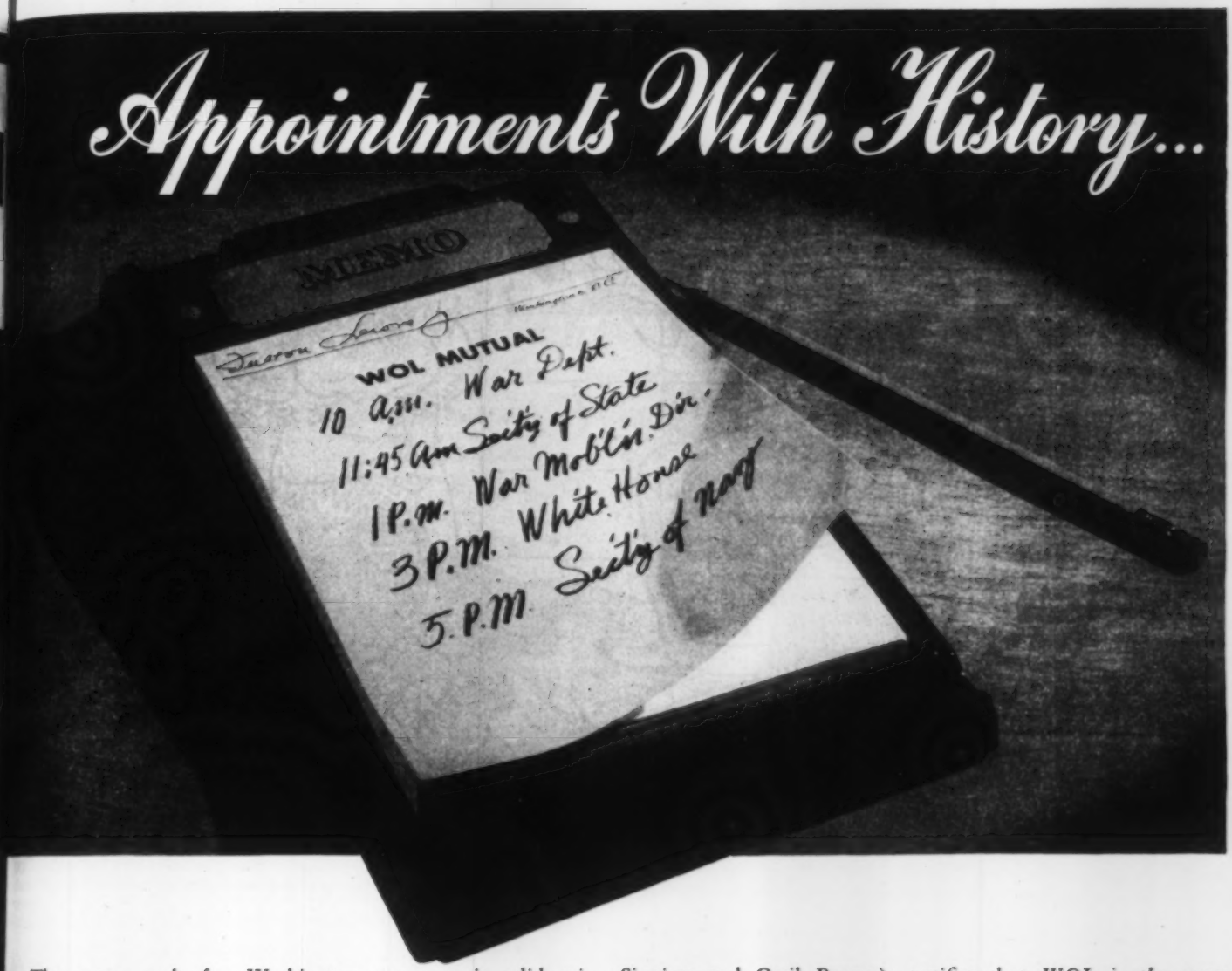
● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC-MUTUAL

Appointments With History...



The memo pad of a Washington newsman is solid evidence that today *Washington is the news capital of the world.* WOL newsmen like Fulton Lewis, Jr.,* Billy Repaid and Walter Compton (all originating daily for Mutual from the studios of WOL) get their news even before it's put on the teletypes . . . get their stories *personally* from the capital conference tables where significant news is made. These men broadcast what they actually *see* and *hear. They're eye-witnesses to history.*

WOL's daily log—with news every hour on the hour, with names like Lewis and Compton and Repaid (and Heatter and Singiser and Cecil Brown)—testifies that *WOL is the news station in the news capital of the world.*

But neither deskpad nor log shows *fully* all the authoritative sources from which WOL news is compiled. From AP, UP, the Washington news wire, and the front-line correspondents of MBS and Cowles publications comes foreign and battle news to supplement the first-hand reporting of WOL's own commentators.

If you'd like to sponsor a news program that may well make *sales history* for you, make a memo to call WOL or The Katz Agency — today.

* *Heard on more stations, with more sponsors, than any other news reporter.*

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by The Katz Agency, Inc.

"Sorry, dear, but Mr. F&P is here with those availabilities!"

Spot broadcasting waits for no man—or girl! Spot broadcasting demands more of its users than any other advertising technique—more work, more thinking, more rapid decisions, more real ability.

The only compensation is that it gives bigger results per dollar expended. So when your agency or advertising manager recommends spot broadcasting, thank the Lord for his conscientiousness—and say "Okay!"

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA

PACIFIC COAST

KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 5 WASHINGTON, D. C., JANUARY 29, 1945 $5.00 A YEAR—15c A COPY

WPB Program May Suspend All Projects

FCC Clarifies Its Statement of Policy

Text of freeze procedure page 61

FAST ON THE heels of procedure adopted by the FCC to protect applications for broadcast stations under its Jan. 16 freeze order, BROADCASTING learned last Friday that all station construction now under way as well as new projects which have received approval may be suspended under a five-point program to be put into effect by the War Production Board to conserve manpower for war production.

Although an announcement by J. A. Krug, WPB chairman, stated simply that "restrictions on construction will be strengthened," with details to be worked out, it developed that within the next two weeks one of the following actions will be taken:

1. The WPB will call a halt to all construction underway regardless of state of completion.

2. The Board will review all outstanding authorizations, permitting certain critical projects to be completed but revoking those not absolutely essential to the war.

A WPB official said that commercial radio station construction would undoubtedly be stopped under the restrictions to be applied. It was estimated that 8 to 10 stations are now being built.

Protective Procedure

The WPB action was taken simultaneously with establishment of procedure by the FCC designed to protect fully applications for broadcast facilities filed prior to Jan. 26, 1945 which have not yet been acted upon, which have been designated for hearings, which have not been fully heard, and in which hearings have been concluded. Provision is also made for handling applications filed subsequent to Jan. 26, 1945.

In an effort to clear up confusion resulting from the Jan. 16 statement of policy, the Commission announced a detailed statement of procedure to be followed in the handling of all broadcast applications under the new freeze policy. The procedure was interpreted as one plugging up possible "leaks" in the freeze to avoid unfair or prejudicial handling of applications filed before the new policy was announced.

Implicit in the new procedure was the determination that by "primary service" the FCC means lack of acceptable service in a given community, whether from a station in the community or a nearby station.

The new procedure, permitting "pre-freeze" applications to be preserved in the pending file as against automatic dismissal or denial following hearing on petition, will result in economies both to the applicants and to the Government, it was pointed out. Once the freeze is lifted, applications will be restored to their active status without necessity of reprocessing or rehearing.

To Prevent Inequity

A hiatus of 60 days, following lifting of the freezes on manpower and materials, is provided in the new procedure. During that period new applications could be filed for processing prior to action on any cases retained in the pending file during the freeze. Provision also would be made for the bringing up to date of all pending applications.

"These procedures, it is believed," said the Commission, "will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force."

Legal and engineering observers in Washington accepted the procedure as a vast improvement over that effected under the former freeze order issued Jan. 26, 1944. The old order, it was felt, encouraged something tantamount to "black market" dealings by prospective applicants to acquire all of the necessary equipment, haywire and otherwise, to qualify under the WPB-FCC requirements for conditional grants.

There were instances, it was pointed out, where as many as a half-dozen different composite units had been assembled by competitive applicants for the same area, resulting in what was regarded as an unhealthy condition, tending toward stripping the market of equipment needed for maintenance and repair of existing stations. In such cases, where one applicant proved successful, the balance found themselves with equipment on their hands which probably would be worthless when the freeze is lifted.

265 Applications Pend

As of last week, the Commission had before it a total of approximately 265 applications for new standard broadcast stations and expansion of facilities. There were 75 applications for new stations which had been designated for hearing and 95 in which no action had been taken. Applications for additional facilities included 35 designated for hearing and 60 in which there had been no action.

As of Jan. 1, 1945, there were 159 broadcast applications (including FM) in which no action had been taken. These included 89 which had been designated for hearing, 12 in which hearings had begun but in which the record was not completed, and 63 in which hearings had been concluded.

WINS Sold to Crosley for $1,700,000

Approval by FCC Will Be Requested This Week

SALE OF WINS New York by Hearst Radio Inc. to Crosley Corp., licensee of WLW Cincinnati, for a purported price of $1,700,000, was reported last week subject to customary FCC approval.

While formal confirmation was not forthcoming either in Cincinnati or New York, it was learned reliably that the contract had been signed in New York last Wednesday by principals for the two companies. Notice of intent to complete the sale, it is expected, will be filed with the FCC this week.

Holds 50 kw CP

James D. Shouse, Crosley vice-president in charge of broadcast operations, was in New York last week for conferences with Hearst officials and members of the Hearst Radio Committee. He returned to Cincinnati last Friday but declined to comment either for himself or his company.

WINS operates on 1010 kc with 10,000 w, but the station holds a construction permit for 50,000 w. It would have been using that power in 1942, but the Government took over its 50,000 w transmitter for psychological warfare, and it is understood to be in service in one of the war theatres.

Powel Crosley Jr., president of the Crosley Corp., long has been interested in a New York outlet, not only from the standpoint of operation in that market but also to function as a New York programming and talent subsidiary for WLW, enabling that station to improve its service. Mr. Shouse, one of radios best-known operators, last year detached himself from active management of WLW to devote his energies to expansion of Crosley operations in the broadcast field, including its extensive international broadcast service, television and FM.

With the sale of WSAI Cincinnati by Crosley to Marshall Field, publisher and industrialist, last August for $550,000, under the FCC's duopoly regulations, it was presumed Crosley would seek a replacement station in another market. The WSAI transaction, by virtue of having been a "forced sale" under the multiple ownership rule, was tax-free. Mr. Shouse had investigated a number of stations before reaching the agreement on WINS.

With Robert E. Dunville, vice-president and general manager of WLW, directing that station, Mr. Shouse, it is presumed, would be free to reorganize WINS under FCC approval. Mr. Dunville, it is expected, also would assist in the direction of the station until a permanent organization is set.

While a price of $1,700,000 would establish a new high for an individual station, a number of transactions in recent months have

(*Continued on page 66*)

WJZ Bans Transcribed Shows In 8:30 a.m.-Midnight Period

Partial Restriction and New Higher Standards on Chainbreaks to Be Effective on Same Day

TRANSCRIBED programs will not be accepted for broadcast by WJZ New York between 8:30 a.m. and 12 midnight, effective Feb. 1, John R. McNeil, manager, announced last Wednesday, marking the station's second restrictive move within eight weeks on the type of material it will put on the air.

Feb. 1 is also the effective date for the station's ban on chainbreak announcements between the hours of 8 and 10 p.m., announced last December [BROADCASTING, Dec. 4] along with the word that new and higher standards would be applied in the acceptance of chainbreaks throughout the day.

For Program Improvement

The first of the month also will mark the beginning of Detroit station WWJ's edict against transcribed announcements, which was in effect the opening gun of what has turned out to be an industry "clean-up" campaign on advertising, although several stations, such as WABD New York and WQXR New York, had already placed limitations on acceptable commercial spots. WJZ spokesman emphasized that the station has no objections to recorded programs as naturally needed, it was pointed out.

Mr. McNeil attributed the move to a desire "to improve program structure". New policy will in no way affect transcribed announcements, nor the recorded music used in a live studio show. Current transcribed shows will be allowed to continue until their contracts expire.

Only current programs affected are two commercial five-minute series—Curtis Publishing Co.'s *Story Drama* heard Wednesday, Thursday and Friday, 12:36-12:40 a.m., placed through MacFarland-Aveyard Co., New York; and *Piso Singers*, sponsored Monday, Tuesday and Wednesday, 11:15-11:20 p.m., through Lake-Spiro-Shurman, Memphis, for the Piso Co. Contract for latter expires around March 1, and Curtis contract also is scheduled to run out shortly. Station also carries spot announcements for Curtis.

There are no delayed broadcasts or playbacks of Blue Network shows on the station at the moment, but they would be used if the occasion should arise, it was explained. Insofar as network commercial programs go, for example, WJZ might have to carry a transcription of a newscast which the network would be unable to broadcast at its regular time because of special circumstance.

The policy is essentially that the station will not sell time for transcribed programs. Discs tied in with the war effort, such as those supplied occasionally by the War Dept. will continue to be carried. Use of other recorded public service will be considered on the basis of merit and circumstances in each case.

Other Stations

K. R. Smith, Muzak Corp., New York, transcription division, expressing the belief that other stations would not adopt the policy, said outlets dependent on network feeding in other cities, few of which can match New York's live talent sources, wouldn't be likely to knock the transcriptions off. Bringing up the question of difference in reception quality between live and transcribed music, he pointed out that with "high quality vertical recording and with the right kind of vertical reproduction, listeners are never able to tell the difference" between the two methods of presentation. Stations, many of which might not have fine-quality transcriptions and the equipment to put on fine quality programs mechanically speaking because of wartime circumstances, might find live shows preferable however, he inferred.

Egner Comments

C. Lloyd Egner, NBC radio recording division, ventured that the WJZ policy appeared to be a program matter "governed more by what is in the program than whether live or transcribed". One "shouldn't ban a program just because it is transcribed—it should be judged on content and quality," not on the mechanical method of presentation, he suggested.

Robert M. Clarkson, Columbia Recording Corp., New York, when asked to comment on the move said, "We will probably end up the year with half a dozen stations in the country adopting a similar policy, including one or two in New York and one in Chicago," but saw no cause for concern over reaction to recorded programs. A greater cost to both station and advertiser is involved, and, he added "A really good quarter-hour transcription, costing several thousand dollars will still give better entertainment that one (live) guitar player."

Spokesman for Empire Broadcasting Corp., New York, informed for the first time of the action, said the company would have no comment to make.

NOBEL CENTER PLAN TO HONOR SARNOFF

GEN. DAVID SARNOFF, RCA president, has been selected to receive an award from the American Nobel Center, New York, for having contributed the most in the radio field to the cause of peace and understanding between nations.

Award, in the form of a silver plaque depicting Marconi, will be conferred by Mrs. Wendell Willkie at a "One World Dinner", to be given Feb. 18 at the Hotel Astor, New York, in honor of the birthday anniversary of the late Mr. Willkie.

Kent Cooper, AP general director, and Darryl F. Zanuck, vice-president, Twentieth Century-Fox Film Corp. will receive similar awards. The three awards will be made annually by the American Nobel Center, recently formed from the American Nobel American Anniversary Dinner Committee, has held dinners for the past four years in honor of former Nobel prize winners. Jacques Ferrand, press and radio director, Common Council for American Unity, is executive secretary of the Center.

NBC Clients, Agencies Learn Net Is Banning Cross-Plugs

STEPS are being taken by NBC to eliminate "cross-plugging" of programs of that network's sponsors scheduled on other networks, as a result of recommendations by members of the NBC Stations Planning & Advisory Committee at the last meeting in New York Jan. 9-10. The topic had been debated at previous Committee sessions.

While no formal announcement has been forthcoming from the network, clients and their agencies are being notified of the network's desire to eliminate cross-references at the earliest possible time. No effective date had been set and the matter is being handled informally and through direct contact.

It is understood Niles Trammell, NBC president, told the station group that the network had been considering the elimination of the cross-references for some time and that clients would be notified promptly of the desire of the network and its affiliates. It is presumed the cross-plugging will be eliminated by NBC sponsors as expeditiously as their scheduling permits.

All members of the Planning & Advisory Committee attended the Jan. 9-10 sessions with the NBC executive staff. G. Richard Shafto, WIS Columbia, S. C., was elected chairman [BROADCASTING, Jan. 16]. Other members are: Clair McCollough, WGAL Lancaster, Pa.; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Stanley E. Hubbard, KSTP St. Paul; Gayle Grubb, representing Edgar T. Bell, WKY Oklahoma City; Richard Lewis, KTAR Phoenix; Arden X. Pangborn, KGW Portland, Ore.

WFBR Will Shift To Blue June 1

Replaces WCBM; WITH Also Eyes Mutual Affiliation

IN THE LATEST network affiliation move, WFBR Baltimore, 5,000 w on 1300 kc is shifting from Mutual to Blue effective June 15, replacing WCBM, 250 w on 1400 kc as Blue outlet in that city. The announcement, made last week in a joint statement issued by Ken Kiggins, Blue vice-president in charge of stations, and Hope Barroll Jr., executive vice-president and general manager of Radio Show Inc., licensee of WFBR, follows on the heels of the Pittsburgh switch wherein MBS WCAE, 5,000 kw on 1250 kc., and Blue KQV, 1,000 w on 1410 kc, will exchange network affiliations on June 15.

Kobak Predictions

Edgar Kobak, president of Mutual, at a news conference last Monday predicted the Baltimore move, adding somewhat cryptically that he believed it the "Last of the Mohicans." Mutual previously announced that WJHP Jacksonville, 250 w on 1320, will join MBS June 15 replacing WPDQ, 5,000 w on 1270 which becomes the Blue outlet in that city on the same date [BROADCASTING, Dec. 18].

Both John Elmer, president of WCBM Baltimore, and Thomas C. Tinsley, manager of WITH New York last week conferring with Mr. Kobak, who stated that MBS affiliation with one of these two stations would be announced within the next few days.

Moore on Blue

BENJAMIN MOORE & Co., New York, on March 10 begins Betty Moore, women's home decorating commentator, on about 90 Blue stations, Saturday 11:30-11:45 a.m. Paint firm, a seasonal radio advertiser, has presented Betty Moore on the network for the past 11 years. For the first time an agency is handling the account. St. George & Keyes Inc., New York, placed the business.

Capt. Kennedy Returns

CAPT. JOHN A. KENNEDY USNR, on leave as president of the West Virginia Network, last Thursday returned to the office of the Chief of Naval Operations in Washington, following a special mission in the European and Mediterranean war theatres. He left in mid-October.

'Prairie Farmer' Tests

THE *Prairie Farmer* magazine Chicago, on Jan. 31 began sponsorship of a two-week test campaign five-minute spots, on nine stations in Wisconsin, Indiana and Illinois. Agency is Neal Advertising Agency, Chicago.

Allocation Argument Now Set for Feb. 28

RTPB to Protest FCC Proposal For FM

By BILL BAILEY

ORAL ARGUMENT in the FCC proposed allocations above 25 mc last week was postponed to Feb. 28 on request of the Radio Technical Planning Board. The Commission at the same time extended the date for filing briefs from Feb. 9 to Feb. 21, but left the deadline for oral argument requests at Jan. 29. (See IRE story, page 16).

In a public notice Thursday the FCC precluded from oral argument any persons or organizations not participating in the allocation hearings (Sept. 28-Nov. 2) "except that upon a proper showing, requests for oral argument will be granted in special cases" (see text page 64).

Chairmen to Appear

When the RTPB requested an extension of the oral argument date, to permit its members to prepare briefs and arguments, the technical group also aksed permission for every panel chairman and every committee chairman to file a brief and argue. Although it appeared likely that some of the arguments would be consolidated, Dr. W. R. G. Baker, RTPB chairman, nevertheless felt that inasmuch as the advisory board represents the outstanding technical men in the industry, they should be heard.

Following a New York meeting on Wednesday the RTPB issued for Saturday release a statement setting forth a resolution which affirmed that its members include the nation's outstanding engineers and that they had access to classified propagation data before the conclusions of Panel 2, submitted to the FCC on the closing day of hearings [BROADCASTING, Nov. 6]. (Text of resolution on page 64).

With the FM Broadcasters Inc. on record as opposed to the Commission's proposed allocation of FM to the 84-102 mc band, as against its present location (42-50 mc), and the RTPB understood to support the FMBI contentions, it appeared last week that the FCC's proposed allocations with reference to FM and television may be attacked as unsound.

Dr. Baker declined to comment beyond the RTPB statement issued following the Wednesday meeting, but it was learned that the RTPB, split in its conclusion to the FCC, now is ready to present a united front in its recommendations. Reports were heard in technical circles that the conclusions of Dr. Kenneth A. Norton, former engineer in the FCC technical information section, that FM should be moved above 120 mc will be challenged by several engineers at the oral argument.

Dr. Norton calculated interference curves, based on previously classified propagation data below 100 mc and testified at the allocation hearings that data "clearly indicate that interference would be expected for a negligible percentage of time on frequencies above 120 mc" [BROADCASTING, Nov. 6]. Dr. Norton, on leave from the FCC with the Army Air Forces, also indicated television would best serve above 500 mc.

Since the day his testimony threw a bombshell into the allocation hearings, proponents of FM in its present location and the "downstairs" television advocates have contended that Norton's curves were only calculated and therefore could not be accepted as final.

Not Unanimous

When Panel 2, through its chairman, Dr. C. B. Jolliffe, RCA executive and former FCC chief engineer, presented its recommendations last Nov. 2, it was brought out that the panel was not unanimous in its conclusions. The FM panel, headed by C. M. Jansky Jr., agreed with Panel 2, however, to recommend that FM be allocated 75 channels 200 kc wide in the band from 43-58 mc, including 15 channels for noncommercial educational stations and 60 for commercial FM.

The Commission proposes that 90 channels be set aside between 84-102 mc, with 20 for noncommercial educational stations and 70 for commercial FM [BROADCASTING, Jan. 16].

FMBI and the RTPB contend, it was learned, that interference in the present band is not sufficient to warrant any great alarm, in spite of recordings made in Colorado by FCC engineers. On the other hand they point out that little, if any, experimental work has been carried on in the upper spectrum above 84 mc and to permanently allocate FM in that location might mean the future ruination of the service.

'Room to Grow'

Commissioner E. K. Jett, who has supervised the FCC's work on the proposed allocations, has emphatically contended that the proposed allocations from 25-30,000 mc are "proposals" and nothing permanent. "If the RTPB can show us that we're wrong, we're open to suggestions," he said.

Lt. Jett, former FCC chief engineer and for many years a Naval Communications officer, said he would not be averse to allocating FM to its present location, although it would necessarily limit the number of channels, and giving the industry an opportunity to conduct experiments on a wide scale in the proposed band, 84-102 mc. Then, if it were discovered that FM can perform a better service in the lower portion of the spectrum, the Commission could act accordingly.

He brought out, however, that for expansion, broadcast services must necessarily move upwards, "where there's room to grow". Aside from Dr. Norton's calculations, there is evidence indicating that at 40 mc there is too much interference to provide a satisfactory FM nationwide service, according to some engineers who favor the 84-102 mc proposal.

Among those favoring the FCC proposal is Philco Corp. In a letter to the Commission, Larry E. Grubb, chairman of the board, and John Ballantyne, president, said: "We believe that the Commission's analysis of the whole allocations' problem and the resulting recommedations it has made represent a public service of great importance. The blueprint that the Commission has given us should make possible the development of all those services using the spectrum to a higher degree of perfection and general usefulness than ever before."

FCC Commended

Commending the FCC for a "splendid overall job" the Philco executives wrote: "While we should have preferred that a greater number of channels below 216 mc be reserved for television, we believe that the Commission adopted a sound, forward-looking policy in making it possible to give a high-quality television service to the public where most of the presently available engineering and operating experience lies, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies. This action of the Commission offers great encouragement to all those who have pioneered in television."

As BROADCASTING went to press only one request, aside from those of the RTPB, had been filed for oral argument. Pierson & Ball, Washington counsel, on behalf of the Yankee Network, filed for oral argument and permission to present briefs.

"It now appears that the interests of the Yankee Network may be diverse from the interests of some of the other members of the FMBI," wrote the counsel, opposing the proposed FM allocation.

Lester Cohen of Hogan & Hartson, Washington counsel, on behalf of Walter J. Damm, general manager of WMFM Milwaukee, requested permission to file a brief.

Following are RTPB panel chairmen, who plan to take part in the oral argument: Dr. Alfred N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Jolliffe, Panel 2, Frequency Allocation; Howard S. Frazier, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5 FM; D. B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7 Facsimile; Haraden Pratt, Panel 8 Radio Communication; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; Dr. Alexander Senauke, Panel 12, Industrial, Scientific & Medical Equipment; Prof. D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications.

Radio's $11,250,000 Sixth Loan Effort Again Tops List of Advertising Media

BROADCASTERS contributed $11,250,000 worth of time, talent and facilities to the much oversubscribed $21,621,000,000 Sixth War Loan Campaign—again nearly matching the total effort of all other media combined, according to the report issued last week by the Treasury War Finance Division. Total radio contribution is based on figures supplied by the NAB and includes OWI allocations and special assignments as well as the independent participation of individual stations and networks.

Contribution of daily and weekly newspapers totaled $7,709,603.44 with outdoor advertising computed at $3,419,573.48, general magazines $1,661,965, business publications $835,738 and farm magazines $387,450.

Total Up

Total dollar value of advertising for the Sixth Loan was $25,264,-329.92 as against $24,981,670.55 in the Fifth Loan. Radio's Fifth Loan figure was $11,000,000. The radio tabulation was based on the War Adv. Council Standard Evaluation Plan adopted before the Fifth Loan.

No general breakdown as to talent involved, program type, sponsorship or number of programs and announcements was offered in the overall NAB figure. The OWI had previously presented radio activity reports and likewise Treasury a brief survey of War Finance Division programs and announcements [BROADCASTING, Dec. 18, 1944]. Final figures show that OWI during the past Loan scheduled 614 network commercial and sustaining programs—393 through the Network Allocation Plan and 221 through the Special Assignment Plan, 75,012 local transcribed announcements and 203 programs through National Spot and Regional Network facilities to acquire a total number of estimated listener impressions of 1,675,297,000. These messages were rated by OWI well above the average for all of the various OWI schedules during that period. Treasury was responsible for the creation and servicing of some 450 network shows plus hundreds of live local programs in addition to the recorded series prepared by WFD and requested by 883 stations.

IRE Hears Heated Allocation Debate

Armstrong Assails Conclusions By Norton

DEBATE over the merits of the FCC's proposed shift of FM, occurring at the Friday afternoon session of the annual winter technical meeting of the Institute of Radio Engineers, held Jan. 24-27 at the Hotel Commodore, New York, proved to be the highlight of the four-day meeting, although it had not been included in the convention program.

But following the announcement at the Friday morning session that Maj. E. H. Armstrong, inventor of FM, was being given time on the afternoon agenda to reply to a paper prepared by K. A. Norton of the War Dept. and F. W. Allen Jr. of the FCC and presented by Mr. Allen Thursday morning, the meeting place was filled.

Armstrong Disputes Norton

Titled "Very-High Frequency and Ultra-High Frequency Signal Ranges as Limited by Noise and Co-channel Interference," the Norton-Allen paper compared the theoretical service ranges of FM stations of equal power operating at 46 mc and 105 mc.

Terming this paper the most important one of the IRE meeting in its effect on the future of the industry, Maj. Armstrong said that practical experience did not back up the theoretical conclusions of that paper. Expressing general agreement with the conclusions as to Sporadic E interference, which he said would be a problem only for high-powered stations, he said that experience shows there is not much F2 interference above 50 mc, pointing to the fact that during the 1936-37 sunspot period when NBC was experimentally broadcasting FM on 49.5 mc, no interference was experienced, demonstrating that highpowered stations could operate without trouble in the 50-60 mc region.

Stating that their conclusions were based not on actual tests during sunspot activity but on data from the Bureau of Standards whose accuracy had been proved over and over again, Mr. Allen cited the reception of English television signals on Long Island, over the "notoriously low frequency North Atlantic path," as proof that allocating FM on 50 mc on a worldwide basis—and he said any allocation must be made with world service in mind—would be "dealing with fire".

Preceding the FM exchange at the Friday afternoon session, Capt. E. M. Webster, USCG, vice-chairman, Interdepartment Radio Advisory Committee, traced the history of IRAC, which he said, foresaw the need to prepare for postwar radio allocations early in 1943, and appointed a committee to study the problem, that study resulting in the proposals made by IRAC last June.

Capt. Webster explained IRAC made recommendations for non-Government services because the overall allocations are interlocking. In addition, he asserted, knowledge of many parts of the spectrum is confined largely to Government personnel and not discussed publicly.

Postwar Plan

Dr. A. N. Goldsmith, vice-chairman of the Radio Technical Planning Board, took issue with Capt. Webster, declaring that the radio manufacturing industry, engaged almost exclusively in war production, naturally knows about developments, although they are not publicly discussed. He said RTPB based its allocation recommendations on general knowledge, including military developments.

Formation of an Inter-American Telecommunications Union, "which would accomplish for this hemisphere what has been done on a world basis by the International Telecommunications Union at Bern," was revealed as one of the postwar communications plans now under consideration by the Government, in an address made Thursday evening by Francis Colt de Wolf, chief of the Telecommunications Division, Dept. of State.

Speaking at the annual IRE banquiet, Mr. de Wolf said that the State Dept. has invited private industry as well as other Federal agencies to join in the study of what position the United States should take at forthcoming international communications meetings, beginning with the the Third Inter-American Radio Conference to be held in June in Rio de Janeiro. A conference with representatives of the British Commonwealth of Nations is also anticipated, he said.

"We have in mind a modernization of our existing international telecommunications bodies, bringing them more in line with the necessities of present day radio, particularly in the field of radio interference and radio regulation," Mr. de Wolf explained. "In this field as in other fields, we must determine whether we are prepared to surrender a certain modicum of sovereignty to ensure a more efficient control of radio, for radio knows no national boundaries."

William L. Everitt, 1945 IRE president, presented the Institute's medal of honor to H. H. Beverage, associate director, RCA Labs., and the Morris Liebmann Memorial Prize, income from a $10,000 fund, to Dr. W. W. Hansen of Stanford U. Mr. Beverage received the medal in recognition "of his achievements in radio research and invention, of his practical applications of engineering developments that greatly extended and increased the efficiency of domestic and worldwide radio communications, and of his devotion to the affairs of the IRE." The Liebmann prize was awarded to Dr. Hansen for "application of electromagnetic theory to radiation, antennas, resonators and electron bunching, and for the development of practical equipment and measurement techniques in the microwave field."

IRE fellowships were awarded to H. H. Buttner, Federal Tel. & Radio; O. H. Caldwell, Caldwell-Clements Co.; W. H. Doherty, Bell Labs.; A. W. Hull, GE; A. L. Loomis, Loomis Institute for Scientific Research; A. V. Loughren, Hazeltine; F. X. Rettenmeyer, RCA; S. A. Schelkunoff, Bell Tel.; R. L. Smith-Rose, English National Physical Labs.; K. S. Van Dyke, Wesleyan U.; E. M. Webster, U. S. Coast Guard; P. D. Zottu, Girdler Corp.

Expansion of Services

Retiring President Hubert M. Turner reported that the IRE now has 13,000 members, with a membership of 25,000 a possibility within a few years. He urged the membership to support the campaign to raise a building fund of $500,000, inaugurated at the meeting in anticipation of the IRE's postwar expansion of its services to the electronic and communications industries. Dr. B. E. Shackelford, RCA, is chairman of the fund committee and I. S. Coggeshall, Western Union Telegraph Co., vice-chairman.

Development of the "disc-seal" tube for generating high-frequency radio waves of considerable power provides a new avenue for the progress of electronics, E. D. McArthur, of the GE Research Labs., told the meeting on vacuum tubes. The important wartime role already played by these tubes will be followed by one of equal importance in television, navigation and other microwave peacetime fields, he said.

R. L. Kelly, of RCA Victor Tube & Equipment Dept., described the development of miniature tubes which will permit the manufacture of home radio sets and combination radio-television-record player units 20% to 40% smaller than at present. John D. Reid, research manager, Crosley Corp., discussed the design of a double superheterodyne receiver tuned solely by push buttons and with no dial or tuning knob, reporting the performance of an experimental receiver of this type was superior to that of the conventional receiver, receiving interference-free signals on 40 of the 106 broadcast channels in tests conducted in suburban Cincinnati.

Need of Communications

"Present day warfare is wholly dependent upon communications and cannot be conducted successfully without adequate communications which provide security, accuracy and speed in transmission," Col. V. B. Bagnall, chief, Communications Branch, Signal Corps, USA, said at the presidential luncheon Friday, in a talk describing some of the problems of maintaining military communications.

Representatives of the IRE's 33 sections met Wednesday. That

(*Continued on Page 66*)

FMBI Says Move in Spectrum Would Cost Public 75 Million

SHIFTING the FM band from its present 42-50 mc band to 84-102 mc, as proposed by the FCC, would entail a loss to the public of some 75 million dollars in sets, a special committee of the FM Broadcasters Inc., meeting Friday in New York, disclosed.

A survey to collect economic and engineering data, preparatory to oral argument before the FCC on Feb. 28 in the proposed allocations above 25 mc, is being conducted by the committee, composed of John Shepard 3d of the Yankee Network, chairman; Cecil Mastin, WNBF Binghamton; T. C. Streibert, WOR New York; C. M. Jansky Jr., Washington; Edward Brown, Zenith Radio Co., Chicago. Ernst & Ernst, New York, is handling actual collection of information, for which questionnaires have gone out.

Total value of FM receivers now in the nation's homes is estimated at 75 million dollars. During the FCC allocation hearings last fall Walter J. Damm, past president of FMBI, estimated the value at 30 million dollars, basing the cost at $60 each for 500,000 sets. Philip G. Loucks, FMBI Washington counsel, attending the New York meeting, said early returns from the survey indicate the 30-million-dollar figure was a "gross underestimate".

FMBI is preparing to oppose the 84-102 mc allocation at the oral argument. It was expected, also, that the noncommercial educational groups, many of which already have invested public funds in FM in the present band, also would join FMBI in seeking retention of the present band.

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO's announcers check up on themselves!

You know and we know that *the way your commercial is read* has a lot to do with the listeners' approval of your program, and of the radio station itself.

Another of the ways in which WHO acquired (and keeps) the warm friendship of its enormous audience is by improving the quality of its commercial announcements.

Here at WHO our announcers constantly use a clever device called the Mirrophone. It instantly records their rehearsals of your commercials and does an immediate play-back, for self-checking and self-criticism. Result: A markedly superior delivery of commercials.

Every week, our "Announcers' Clinic" reviews and compares the recorded samples of each announcer's work with "Radio Salesmanship" written by B. J. Palmer, as a guide.

That's just one thing we do to win friends and influence people in Iowa. But WHO takes the attitude that the *sum* of all things is the *whole* thing. We thought you'd be interested.

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Coast Subscribers Boost BMB to 131

Early Rapid Pace Hits Conservative West Slowdown

SUNNY CALIFORNIA, long the shady side of the street for purveyors of industry-wide projects such as the NAB Retail Advertising plan and BMI, last week displayed a certain reserve toward the new Broadcast Measurement Bureau when it was presented at NAB district meetings in Los Angeles and San Francisco by Hugh Feltis, president.

By Friday, 68% of the 22 stations attending the 16th District meeting in Los Angeles on Monday and Tuesday had signed for participation in the plan, which is designed to offer a standard audience measurement service. In San Francisco, following the BMB presentation but before the 15th District two-day parley was adjourned on Friday, only seven out of 25 stations represented had signed.

Post-Meeting Signers

The somewhat cool reception given the proposal on the West Coast followed the enthusiastic response (over 80%) accorded it in Memphis, at the Sixth District meeting, and in Dallas, at the 13th District meeting [BROADCASTING, Jan. 22].

Mr. Feltis said that most of the Los Angeles district contracts were received after the meeting had been adjourned and that he expected a similar upsurge in the percentage signed following the San Francisco adjournment.

Meanwhile signed contracts were received from 12 other stations throughout the nation, three of them in the 13th District. The latter included KTEM Temple; KTRH Houston and KXOX Sweetwater, all in Texas. Others signing by mail: WIBX Utica; WOC Davenport; WTAG Worcester; KFOR Lincoln; WCAU Philadelphia; WICA Ashtabula; KOIL Omaha; WSBT South Bend.

Signing in Los Angeles were: Arizona—KOY Phoenix; KTUC Tucson; California—KFOX KGER Long Beach; KECA KFAC KFI KHJ KMPC KMTR KNX Los Angeles; KPRO Riverside; KVOE Santa Ana; KTMS Santa Barbara; New Mexico—KICA Clovis.

Stations signing in San Francisco were: KRE Berkeley; KIEM Eureka; KLS Oakland; KSFO KGO San Francisco; KQW San Jose.

A breakdown of the Los Angeles stations subscribing shows seven 250 w; nine 1 kw; six 5 kw; one 10 kw; four 50 kw. In San Francisco, one 250 w; two 1 kw; two 5 kw; one 7500 w.

131 Now Signed

Total number of stations signed by noon Friday was 131.

Don Belding, chairman of the Board, Foote, Cone & Belding, assisted Mr. Feltis in making the Los Angeles presentation. Mr. Belding represented the AAAA which, with the ANA and the NAB, co-sponsors the plan. In San Francisco Burt Oliver, manager, Los Angeles Office of Foote, Cone & Belding, assisted Mr. Feltis.

Luncheons for agency representatives in both cities were held, with 23 attending in each city.

Agency viewpoint on the BMB plan was to be explained at the Portland meeting (Jan. 29) and the Salt Lake City meeting (Feb. 1) by Miss Frankie Coykendall of Botsford, Constantine & Gardner. Mr. Feltis was to speak before the Seattle Advertising Club Tuesday noon, where he was to be introduced by C. P. Constantine, president of the Washington State Chapter, AAAA.

Asks Cooperation

Plea for better and closer cooperation from stations to help solve industry labor problems was made by John Morgan Davis, NAB general counsel, when addressing broadcasters during the Los Angeles session, Biltmore Hotel Jan. 22-23. He told what NAB is doing in Washington for radio and pointed out that the only way these efforts can be brought to a successful conclusion is for stations to be "open", giving full and accurate information to the association when seeking advice.

He urged station operators to be more cooperative in answering questionnaires sent them. William B. Ryan, general manager of KFI Los Angeles and director of the 16th NAB District, presided over the meeting. J. Harold Ryan, NAB president at opening session briefly reviewed activities and objectives of the association.

Summarizing his annual report, C. E. Arney Jr., secretary-treasurer of NAB, pointed out that two major problems confronting the radio industry today are critical manpower shortage and platter turner issue [BROADCASTING, Jan. 22]. He warned that revised Selective Service demands will make further inroads into station staffs during the next few months and urged managers to be more specific and accurate when seeking deferments. He urged immediate inventory of staffs to determine essentiality and to review same with local draft boards. He reviewed briefly the AFM and NABET controversy on right to platter turning.

Anniversary Plans

W. L. Gleeson, manager of KPRO Riverside, Cal., during his program director's report, urged a worldwide free radio and that such a plank be included in the peace conference. Patrick W. Campbell, executive assistant to the vice-president of Don Lee Broadcasting System, Hollywood, giving the public relations report, stressed greater emphasis among 16th District stations in observing radio's 25th anniversary for the entire year.

Small market stations and sales managers' problems were discussed by Lewis H. Avery, director of NAB Department of Broadcast Advertising, with Helen A. Cornelius, his assistant, collaborating.

Resolutions

Six resolutions were adopted at final business meeting. One, endorsing the BMB plan, suggested that other stations in the industry support and subscribe to same. Another expressed appreciation of Mr. Ryan as NAB president, with regrets that he would not be a candidate for reappointment. This resolution further urged that immediate consideration be given to appointment of another outstanding leader to that post. Other resolutions advocated: (1) creation of an NAB news service for purpose of disseminating information to general public with importance of radio as a major factor perpetuating the American way of life; (2) opposition to the principle of duplicate payment for single service known as pay-within-pay, as allocated by American Federation of Radio Artists; (3) condemnation of Petrillo's platter-turner demands; (4) continuation of NAB efforts toward training newcomers for broadcasting.

NAB DISTRICT MEETINGS

DISTRICT meetings scheduled by the NAB are being held as follows:

First Section

District 17—Portland, Mon., Tues., Jan. 29-30, Benson Hotel.
District 14—Salt Lake City, Thurs., Fri., Feb. 1-2, Utah Hotel.
Districts 10-12—Kansas City, Wed., Thurs., Feb. 7-8, Muehlebach Hotel.
District 11—Minneapolis, Mon., Tues., Feb. 12-13, Nicollet Hotel.
District 3—Pittsburgh, Thurs., Fri., Feb. 15-16, William Penn Hotel.

Second Section

District 1—Boston, Mon., Tues., March 5-6, Statler Hotel.
District 2—New York, Thurs., Fri., March 8-9, Roosevelt Hotel.
District 5—Jacksonville, Mon., Tues., March 12-13.
District 4—Hot Springs, Fri., Sat., March 16-17, Homestead Hotel.
District 7—Cincinnati, Mon., Tues., March 19-20, Gibson Hotel.
Districts 8-9—Chicago, Wed., Thurs., March 21-22, Palmer House.

REP. LEA TO CALL RADIO CONFERENCE

RADIO LEGISLATION satisfactory to the art and the Government regulatory body is sought by Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee who shortly will invite the FCC, NAB and others interested in definitive legislation to get together on recommendations for revision of the Communications Act of 1934.

Rep. Lea announced Friday, following a conference with Paul A. Porter, FCC chairman, that within a short time he will address letters to the Commission, the NAB, the Federal Communications Bar Assn., FM Broadcasters Inc., Television Broadcasters Assn. "and other representatives of the industry", asking them to name a joint committee to study the Communications Act, the need for new legislation and make recommendations to Congress. "If the industry and the FCC could get together, it would give strength to their recommendations and help Congress in passing the necessary legislation," said Chairman Lea.

Promise Cooperation

Both J. Harold Ryan, NAB president, and Chairman Porter of the FCC have assured Rep. Lea of their full cooperation in his plan, he said. Mr. Porter, along with other Commissioners, left Washington Friday on a 10-day tour of Army bases to inspect communications. Upon his return Feb. 6 Chairman Lea plans to call a meeting of representatives of the Commission and radio to present his ideas formally and to ask that a joint legislative committee be set up.

REGISTRATION

16th District

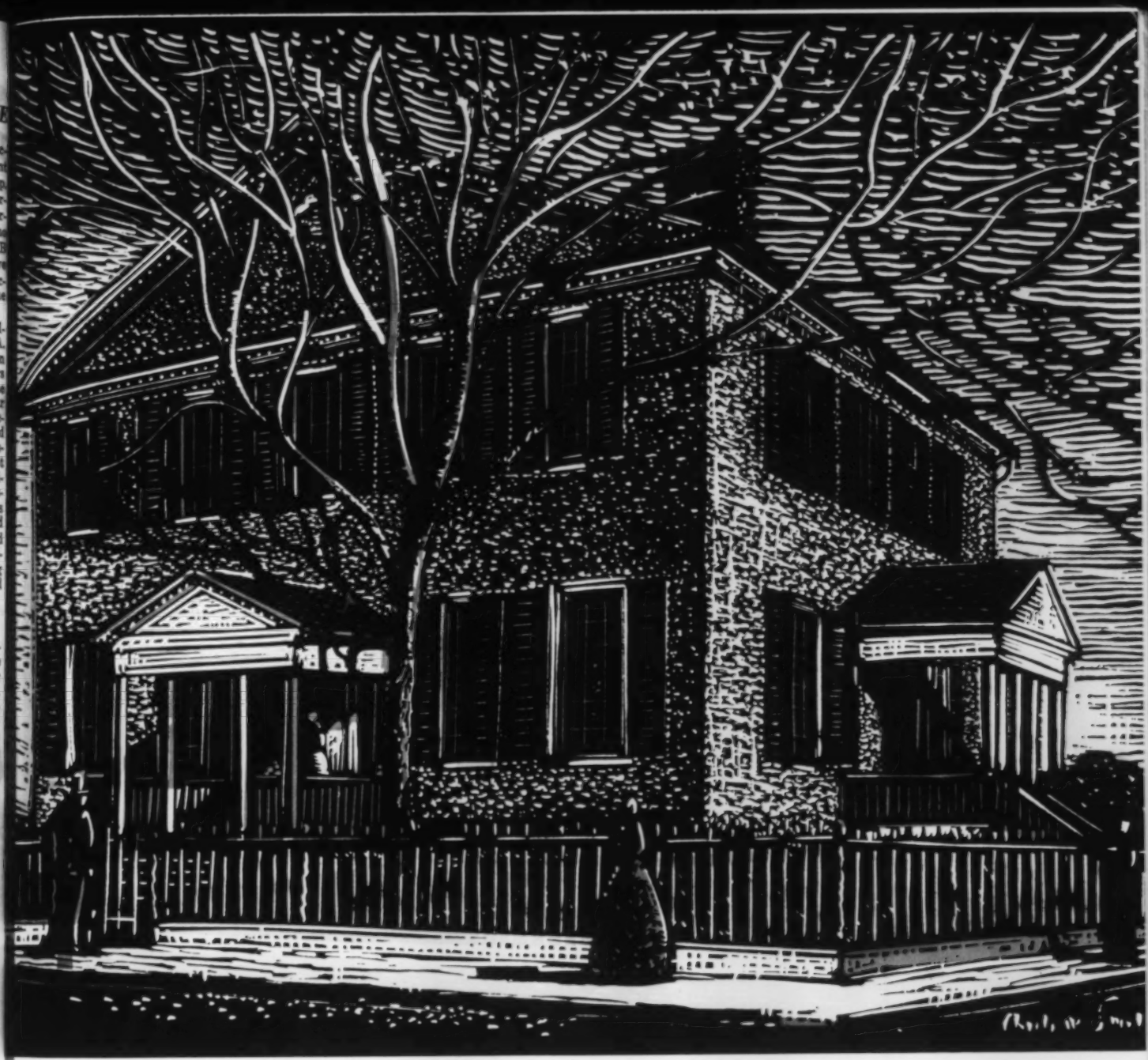
ARIZONA: Burridge D. Butler, Albert Johnson, John L. Hogg, KOY Phoenix; Lee Little, KTUC Tucson.

CALIFORNIA: L. A. Schamblin, KPMC Bakersfield; L. W. McDowell, KFOX Long Beach; C. Merwin Dobyns, Ronald Oaklay, Lee Wynne, KGER Long Beach; Ed Buckalew, Fox Case, Donald W. Thornburgh, Harry W. Witt, Arch Morton, Les Bowman, CBS, Hollywood; Don Searle, Frank Samuels, Jack O'Mara, Blue, Hollywood; Amos T. Baron, John I. Edwards, KECA Los Angeles; Calvin J. Smith, KFAC Los Angeles; Ben S. McGlashan, Thelma Kirchner, KGFJ Los Angeles; Wm. B. Ryan, H. L. Blatterman, Curtis W. Mason, Hal Carlock, Don McNamara, J. G. Paltridge, George Whitney, KFI Los Angeles; Lewis Allen Weiss, Sydney Gaynor, Pat Campbell, Don Lee Broadcasting System, Hollywood; Robert Reynolds, Herb Wixson, KMPC Hollywood; Kenneth O. Tinkham, Lyman M. Smith, Jim Strain, KMTR Hollywood; Ned Connor, KRKD Los Angeles; Paul B. Gale, Jennings Pierce, Wm. J. Andrews, NBC Hollywood; Ruth Arnold, Ruth Burdick, C. E. Hooper Inc.; Leonard D. Callahan, War Dept., Hollywood; Owen Callin, INS, Los Angeles; Carleton E. Coveny, John Blair & Co., Los Angeles; Phil Curran, UP, Los Angeles; C. P. MacGregor, C. P. MacGregor Co., Los Angeles; Homer Griffith, Howard Wilson Co., Hollywood; Oran Nance Jr., C. P. MacGregor Co., Los Angeles; J. Leslie Fox, Paul H. Raymer Co., Los Angeles; Chester G. Matson, Edward Petry & Co., Los Angeles; Don Tatum, NBC Hollywood (attorney); E. (Jack) Frost, RCA; Horace E. Thomas, KMYC Marysville; William J. Beaton, KWKW Pasadena; Maury A. Vroman, KFXM San Bernardino; Jack O. Gross, KFMB San Diego; M. R. Harris, KFSD San Diego; Robert Z. Morrison, KPO-NBC San Francisco; Russell Clancy, AP, San Francisco; Mal Donnelley, UP, Los Angeles; David Sandeberg, Paul H. Raymer Co., San Francisco; Ernest L. Spencer, Wallace S. Wiggins, KVOE Santa Ana; James S. Blomfield, KDB Santa Barbara; Louis F. Kroeck, KTMS Santa Barbara.

WASHINGTON, D. C.: J. Harold Ryan, C. E. Arney Jr., Lewis H. Avery, Helen A. Cornelius, John Morgan Davis, NAB.

MISCELLANEOUS: Herman H. Rathkamp, Finch Telecommunications Inc., Passaic, N. J.; Glenn Dolberg, BMI Western field representative, Hollywood; Hugh Feltis, BMB president, New York; Howard Lane, CBS New York.

Jane Alvies, OWI Los Angeles: Lou Keplinger, OWI, San Francisco; T. Cornwell Jackson, OWI Hollywood; Lt. John Christ, Navy; Lt. (j.g.) Patrick Ford, Comdr. Park Parker, Bernard Linden, FCC; Maj. Purnell Gould, Maj. Martin A. Work, Lt. Pat Weaver, Lt. Gerald Tennebaum, Lt. Chas. D. Spangler, Capt. Victor Quan, Armed Forces Radio Service, Hollywood; Comdr. Harold Requa, Lt. Harry Hayes, Mayor Fletcher Bowron, of Los Angeles.



JOHN MARSHALL HOUSE, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

HERE LIVED THE NATION'S GREATEST JURIST...

For a man of such stature, the Marshall House (a stone's throw from WRVA's Richmond Studios) seems a most modest structure. But the austere dignity and severely simple beauty of its exterior and interior, are index to a character which shed much lustre upon the history of our nation. It was designed and lived in by Chief Justice John Marshall, whose brilliant and beautifully written decisions still live in usefulness among the documents of the Supreme Court of the United States . . . final seat of justice in our country. Just as many of his decisions still illumine questions of today, so the traditions and culture of the Old South blend with contemporary thought and needs in the New South, in which WRVA is symbolic, integral, unique.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

PAUL H. RAYMER COMPANY

A Decade with

WRVA

Our association with [illegible] Richmond, extends over a ten-year period. We are proud to have played a part, as National Representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

OWI Increases Japanese Operations; Six New West Coast 50 kw Stations

CARRYING the *Voice of America* longer and farther into the Orient, the OWI has stepped up its radio psychological warfare operations against the Japanese by broadcasting simultaneously from six new 50 kw shortwave transmitters on the West Coast.

The new transmitters include four operated for OWI by NBC in the Sacramento Valley at Dixon (KNBA KNBC KNBI KNBX) and two operated by CBS in the San Joaquin Valley at Delano (KCBF KCBA). Use of dual transmitters permits same programs to be broadcast simultaneously on different frequencies to reach different parts of the Far East.

Other Transmitters

In addition, OWI continues to broadcast from four shortwave stations in and near San Francisco: two operated by General Electric Co. (KGEX KGEI) at Belmont and two operated by Associated Broadcasters (KWID KWIX) in South San Francisco. This growing network of facilities, OWI said, was strengthened on Dec. 26 by a new 100 kw shortwave station in Honolulu and a 50 kw medium wave station on the island of Saipan which also serves as a relay system for the West Coast broadcasts. The two island stations were subjected to jamming by the Japanese within 30 minutes after they began operations but only the medium wave Saipan station was affected while the shortwave Honolulu station went through without interference, OWI having instituted countermeasures in advance.

With the new transmitters, OWI will increase Japanese programs to nine hours a day and Chinese programs to six hours daily during favorable evening listening hours on three different wave lengths and five hours daily during favorable morning hours. Ten hours of programs will be sent to the Philippines instead of the present 6½ hours. Service also will be continued to Australia, East Asia and Indonesia.

The new transmitters will increase operations by the Office of Coordinator of Inter-American Affairs by 13 hours daily and will provide an additional 3¾ hours a day of broadcasting to troops by the Armed Forces Radio Service.

Don Juan Extends

DON JUAN Lipstick Co., New York, in February extends its spot radio campaign for Don Juan lipstick to Canada with a series of thrice-weekly one-minute transcribed and live one-minute announcements. Station schedule includes CFRB CKAC CFCF CKCO, with possible expansion to other outlets. Agency is J. M. Korn & Co., Philadelphia.

"BUSY KEEPING UP with the tanks and taking over towns and keeping their troubles out of the way of the rest of the Army," writes Lt. Col. Douglas W. Meservey, shown here in a town somewhere in France. Col. Meservey, former deputy director of the OWI Radio Branch, is now commanding officer of a Civil Affairs team in charge of one of the larger French towns. He has been overseas about 16 months, and was in Italy prior to his ETO assignment.

Army Radio Guide

WAR DEPT. Bureau of Public Relations has issued a revised "Radio Guide for Public Relations Officers," superseding the guide of Jan. 1, 1943. Copies have been sent to public relations officers in all theatres of war, to agencies and networks. The book deals with objectives, restrictions, net and local broadcasts, radio branch services available, and information on various other problems dealing with Army broadcasts in the States and overseas.

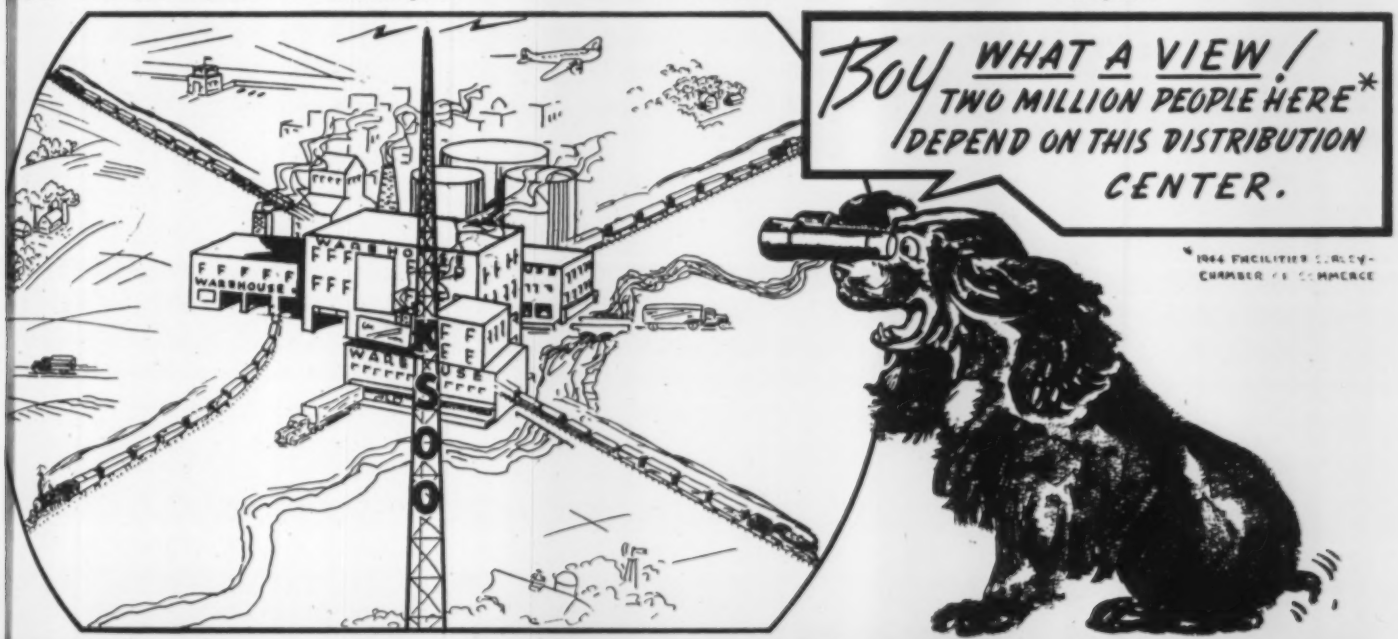
Kellogg Returns Portion Of Account to N. W. Ayer

KELLOGG Co., Battle Creek, Mich., cereal manufacturer, which placed advertising through N. W. Ayer & Son, for nearly two decades, is returning a portion of its account to the agency, it was announced last week. Appointment covers new product development only, Kenyon & Eckhardt, New York and Chicago, continuing as agency on all established product domestic advertising, and J. Walter Thompson Co., New York as agency on export and a portion of Canadian promotion.

Ayer's work for the account will be confined for the immediate present to new product development, entailing study of markets and operations. Agency serviced the account from 1921 to 1938 when, with a change in client management, advertising was distributed to Hays MacFarland Co., J. Walter Thompson Co. and Kenyon & Eckhardt, named to handle Gro-Pup (U. S. and Canada), 1937; All-Bran, Canada, 1938; Raisin-Bran Flakes, 1942; Rice Crispies, Shredded Wheat, Corn Flakes, Omaha Feed, Crumbles and (Canada) Hexite, 1944.

D-20 Mike

PROMOTION for the new D-20 microphone, first civilian product to be manufactured by Universal Microphone Co., Inglewood, Cal., since Pearl Harbor, will open in February. Spaced at intervals of a month releases will feature photographs and technical details of the new broadcasting station microphone.



KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

By Thompson.

Lonesome But Beautiful

The above pictured scene is one of the many beautiful spots in the Smoky Mountains near Knoxville, Tennessee. You will want to visit this great section when the Day of Victory comes and travel is resumed. From a standpoint of listeners, however, it is "lonesome", and that brings up the fact that it takes people, not acres, to make a market. WBIR reaches the populous part of the Knoxville market, assuring you of adequate coverage at a minimum cost. Let the John E. Pearson offices furnish you with current availabilities.

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky. Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA Amarilla, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WBIR
A NUNN STATION
KNOXVILLE, TENN.

John P. Hart, Manager
— Blue Network —

REPRESENTED BY THE JOHN E. PEARSON CO.

OWI PACKET, WEEK FEB. 19

Check the list below to find the war message announcements you will broadcast during week beginning Feb. 19. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of Tell your clients about them. Plan schedules for best timing of these important messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group OI Aff.	Ind.	NAT. SPOT PLAN Live
The Job Ahead—Japan	--	X	--	X	--	X
Conserve Cars, Gas, Tires—Join a Car Pool	--	--	X	--	X	--
Army Nurses	X	--	--	--	--	--
V-Mail	X	--	--	--	--	--
Support Rationing	X	X	--	X	--	--

See OWI Schedule of War Message 148 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Continuity Study

A PUBLIC SURVEY on commercial radio continuity is being made in principal cities of Canada by the Canadian Assn. of Broadcasters and the joint committee of broadcasters and advertisers on program continuity. Survey follows a questionnaire to station managers on improvement of commercial continuity and is being made by Canadian Facts Reg'd, Toronto, to be presented at the annual meeting of the CAB at Quebec next month by committee chairman Robert Jones, advertising manager of General Foods Ltd., Toronto. Heading subcommittees are Lloyd Moore, CFRB Toronto; Jack Slatter, Radio Representatives Ltd., Toronto; Edgar Stone, CBC, Toronto; Phil Lalonde, CKAC Montreal; James Shaw, CFCF Montreal; and Arthur Dupont, CBC, Montreal.

Thrillers Criticized

IN A RESOLUTION presented to the Canadian Broadcasting Corp., the paediatrics section of the Canadian Medical Assn. has asked the CBC to prohibit the broadcasting of "thriller" stories, because in the "unanimous opinion of this section, it is decidedly detrimental to the mental and physical health of our Canadian children". The subject of this type of program is to be discussed at the forthcoming meeting of the CBC Board of Governors at Ottawa, Jan. 27-29. The Toronto Board of Education has also requested that the CBC take action to prevent stations from broadcasting murder dramas. The Canadian Assn. of Broadcasters is understood to be investigating the subject.

New Gas Purifier

BAKER & Co., refiner of precious metals, Newark, has announced development of a new gas purifier described as being particularly useful in the manufacture of radio and radar tubes. Unit is produced in two sizes, one, standing 20 in. high designed for laboratory and production use, has a capacity of 200 cu. ft. of gas per hour and is being produced to sell at $225. The other, for general plant operation, measures 40 in. high, is constructed for wall mounting and will sell for $475.

CKTB St. Catherines, Ont., is represented nationally now by National Broadcast Sales Ltd., Toronto and Montreal.

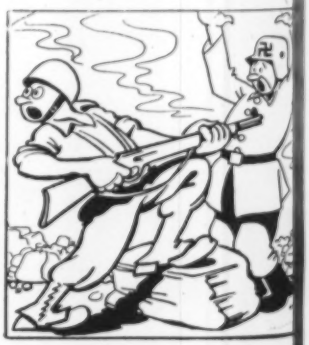
WHOM ISSUES BOO ON POLICY, PLA

CRAIG LAWRENCE, gene manager, WHOM Jersey City, forth station policies and plan a member of the Cowles grou a promotion booklet answe "Questions Most Frequently A About WHOM's New Owners Good portion of the copy is analysis of the effects of the nounced policy to devote only half of its programs to foreign guage programs for the dura and eventually to broadcast ent ly in English.

Station concludes that most o listeners understand English, 47% of 16,613 responses to a re map offer were written in E lish, coupled with the fact more people can understand E lish than write it. "What is WH doing to help the foreign langu advertiser make the transition English?" Station points to a " lingual announcement package" fering English, Italian and Po spots, one each a day, six t weekly.

The booklet cites statement Comdr. T. A. M. Craven, forme FCC commissioner, now a Co Broadcasting Co. vice-presid that in 1945 WHOM will be ope ing with 5 kw for which it applied to the FCC. Booklet iss by Katz Agency, New York covers data on coverage rate po advertisers, and programming.

HAVING changed title Jan. 15 f *Breakfast at Sardi's* to *Breakfa Hollywood*, film rights to the program, in a deal worked out, been acquired by Golden Pictures.



"Hey, you correspondents—c this to WFDF Flint!"

Above the fog

That's the snow-blanketed volcano on Gareloi Island in the Aleutians. Almost unknown and unseen before Pearl Harbor . . . it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots, crews and their groundmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in the city of Baltimore. And the station is W-I-T-H, the successful independent.

In this five-station town the facts show that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Mrs. Jones Bought These Groceries from Mr. Brown *Last Week* —

Lots of groceries are going "over the counter" out here in the vast KFAB area. Here's what Mrs. Jones... just an average midwestern housewife... purchased last week from Mr. Brown, her grocer.

If you're a food manufacturer interested in this rich 200 county area and its 340,808 listening families, let KFAB help to keep your product moving off the shelves and "over the counter."

1. There are over 9,000 retail grocery stores in the vast area served by KFAB.

2. Annual grocery sales in KFAB territory total over $177,000,000.

3. KFAB reaches 340,808 listening families in its vast 200 county area.

4. KFAB gives you tailor-made merchandising to help sell your product.

(All above figures from CBS Listening Areas, Series 6; 1944 Consumer Markets Edition, Market Data Book; 1944 Survey of Buying Power)

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by **PAUL H. RAYMER COMPANY**

Radio Brussels Saved From Germans

Belgian Sacrifices Life In Foiling Nazis' Attempts

By JACK LEVY

THIS IS the story of a radio station the Nazis were unable to put into operation after four years of trying. They failed because of the heroism of the Belgians who prized it, particularly one Belgian who gave his life to save it from German destruction.

Mr. Florez

It is the story of Radio Brussels, largest station in Belgium, and it was told to BROADCASTING last week by Hermann Florez, formerly of WOR and Mutual and now with OWI, who returned to the States for a brief furlough after completing several engineering assignments in England and on the Continent.

Covers Country

Radio Brussels occupies the imposing modern structure known as Broadcasting House and sometimes called Brussels Radio City. The station is easily heard anywhere in the country and its voice overflows into France, Holland, Luxembourg and Germany. Prior to the war it was powered by two 15 kw transmitters located at Veltem, 12 miles from Brussels. One of these, originally used for broadcasting to the Flemish population, has apparently disappeared.

Determined the Nazis would not use the station, the Belgian government started preparations to dismantle the transmitters when England declared war against Germany in September, 1939. With appearance of German planes over Belgium in May 1940, a caravan of 30 trucks, under the direction of M. Marteaux, chief engineer of Radio Brussels, set out with the equipment and the technical personnel and their families—about 80 persons in all.

The convoy arrived in France May 14 and separated into three groups, one headed for Toulouse, another for Rouen, and the third for Pointiers. At isolated places, they hid the components and returned to Brussels three months later, leaving a few of their members behind to guard the quarry.

Some of the technicians were recalled to "assist" the Germans in reestablishing normal operations of the station, but instead carried on delaying sabotage. The Nazis made limited use of Radio Brussels by using mobile equipment and collopsible masts but their efforts to operate the station at full capacity were always frustrated.

Three years later, through a collaborator, the Germans discovered the approximate whereabouts of the equipment and proceeded to haul it back from France. But the effort to locate the components and to reassemble them piece-by-piece took months and months. The Belgians saw to that.

However, by the midsummer of 1944 the transmitter formerly used for broadcasting to the French-speaking Belgians was about ready for operation when the underground (White Army) raided the station, seized strategic components and concealed them in homes of the loyalists.

In the meantime, France had been invaded and the armies of liberation approached Brussels. The Germans prepared to leave Broadcasting House, turning on the elaborate sprinkler system and hydrants to flood the master control and the dial relay and switching rooms and the air conditioning plant. To make doubly sure the station would be stilled, they opened the oil valves of the power transformers which supply electricity for the studios.

Germans Foiled

They might have succeeded had it not been for Joseph Van Gaalen, a technician, who, in anticipation of their plans, had constructed a trap door to gain entrance from the rear. As soon as the last German had departed, he entered the building, waded through three feet of water to shut off the hydrants and managed to stop the flow of oil in time to avert serious damage. On September 3, the day of the liberation of Brussels, a bullet fired by a German sniper struck him while he was fulfilling a mission for the station and he died on the way to a hospital. Van Gaalen's name is revered throughout Belgium.

When British troops reached Veltem, they found the transmitter plant seriously damaged, the exciter and low power stages destroyed by a charge of TNT. A PWD-SHAEF team composed of Mr. Florez and Capt. Ed Schacht and Lt. Felix Bonvolouir of the U. S. Signal Corps arrived by truck and trailer on Sept. 15 from England with the equipment to replace missing units. It had taken them two weeks to get through the war ravaged roads of France and Belgium and the delays caused by higher priority military traffic.

Returns to Air

Radio Brussels returned to the air under Allied control on Oct. 21 with 2 kw power and was officially dedicated a short time later by M. Rongvaux, Belgian Minister of Communications, when it began broadcasting with full power of 15

(*Continued on page 30*)

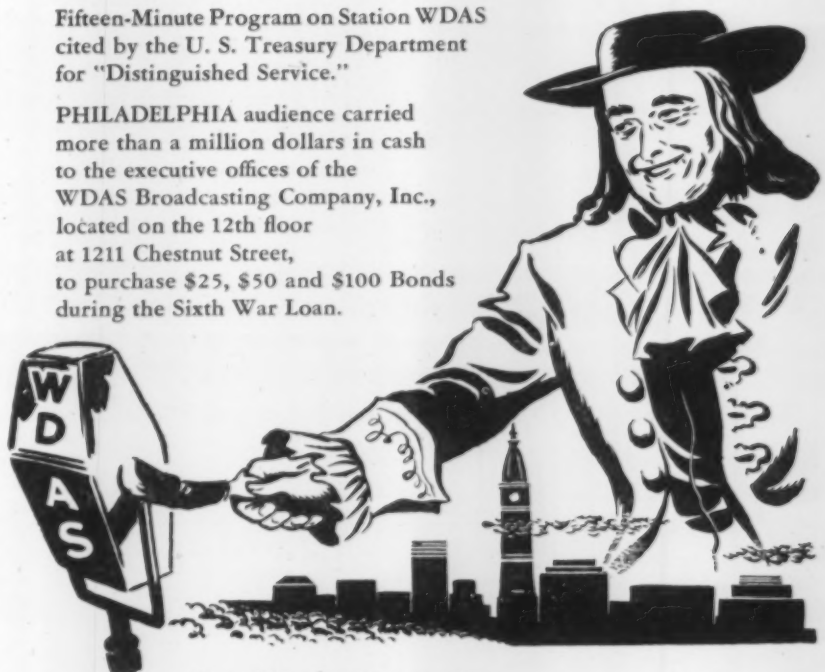
Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

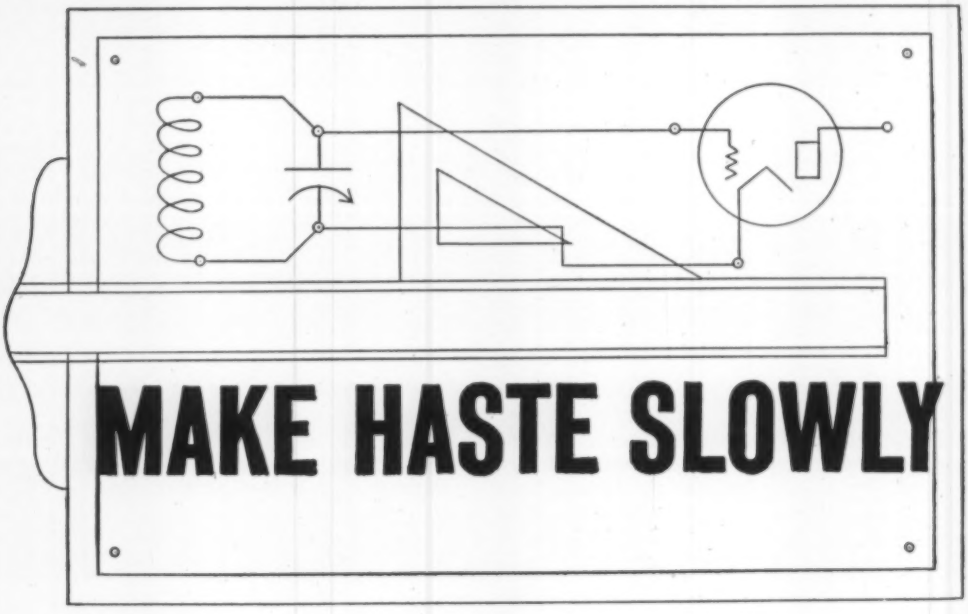
Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.



With **"Pulling Power"** like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ


MAKE HASTE SLOWLY

From where we stand, we're aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That's Greek to us, too, but in English it serves this network as a highly suitable text: "make haste slowly..."

In *any* field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means *building*—soundly ...firmly...solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which *must* be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we've made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers . . . agencies . . . station operators . . . radio artists . . . program producers. Always, of course, in the interest of the listening public.

We'll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.

MUTUAL BROADCASTING SYSTEM

CAN'T FOOL US!

Despite the plug hat, that's an Iowa farmer. Some alleged "farm stations" might think he carries white kid gloves to work, judging from their programs. But we know better!

In fact we know all about him. We know what his income was in 1943—$7,672 was the farm average in this state—and what he made in 1944—about 20% more. We know he doesn't care for jive records and smart-alec big-town wisecracks, but prefers wholesome, live-talent entertainment. We know what he wants in farm news and how often—and we give it to him just that way. We talk to him in his own Mid-American language. We employ farm editors and farm-market men who know actual farming practice—because an Iowa farmer has a quick ear for phonies.

And the confidence he gives us in return is well worth our trouble. For he and his kind form the No. 1 Farm Market of America. From that market we receive twice as much listener-mail as any other station in this area, and we figure we offer about twice as good a chance for sales.

If planning to use a farm station, send for our "Complete Mail Study." For availabilities, ask Free and Peters.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Luxembourg Shortwave Radio Tribulations Told by Mueller

By HELEN HOUSE

HOW the Army Signal Corps spent 2½ months painstakingly rebuilding the Nazi-wrecked shortwave station in Luxembourg, companion station to Radio Luxembourg, and then was nearly forced to destroy the entire installation when threatened by the German counter-offensive in December, was told last week by Merrill Mueller, NBC war correspondent.

Mr. Mueller, who will return overseas early in March for the duration of European hostilities, was the first network man to broadcast to the U. S. from the station when it first started direct regular transmission Dec. 28.

Demolition Charges

Broadcasts from the permanent shortwave station probably were closer to actual battle activity than any commercial station in Europe heretofore with the exception of those from Paris during the first days of its fall to the Allies, Mr. Mueller said. Area surrounding the 7½ kw station was known to be the first objective of German attacks, which first broke through into Luxembourg around Dec. 17. From an initial test Dec. 19, the station had been within firing range of the enemy almost continuously, according to Mr. Mueller.

With the Germans only four miles from the transmitter following the initial test, the station ceased operation until Dec. 28. All fragile equipment was removed and demolition charges were laid. Radio Luxembourg also went off the air [BROADCASTING, Jan. 1]. At one time, after the Americans had fallen back towards the transmitter, tanks were operating on the very grounds of the shortwave transmitter, he said. One night before the station went on the air, a German patrol killed an officer and five enlisted men assigned as protection.

The Allies captured the station in September with the same armored force which seized Radio Luxembourg. Although the Germans had left the panel intact, tubes had been broken and the towers blown up. Probable explanation of the Germans' failure to destroy the longwave station, and the havoc they wreaked on the shortwave outlet is that the enemy crew of the latter station was more efficient in carrying out their orders prior to retreat, Mr. Mueller suggested.

The Signal Corps took over and started rebuilding with parts gathered from the two Holland plants of Phillips Co., Dutch equipment manufacturer, and from RCA's French affiliate. One of the reconstructed antenna, ten feet shorter than the three others because of lack of material, has been dubbed "the cockeyed beam". Technical operation is under the supervision of Maj. Walter R. Brown, former NBC engineer, and studio operation under Lt. Col. Howard Nussbaum, former NBC producer in New York, now with the press-radio section of the 12th Army group.

One of three Allied stations reaching the U. S. direct from Europe (there are now 16 transmitters in all on the continent including Army, BBC, and commercial), the shortwave outlet is used by networks, with A priority; for OWI traffic, B priority; and for press-voice, C priority.

"NOTE WORK-CLOTHES of the radio executive near the line," writes Lt. Col. Samuel R. Rosenbaum, Army officer in charge of Radio Luxembourg. The former president of WFIL Philadelphia, gave this picture to Hermann Florez, OWI engineer who returned to this country on furlough a few days ago, and delivered it to BROADCASTING. It was made in November, shortly after Col. Rosenbaum took over the station operation.

Razor Latin Drive

AMERICAN SAFETY RAZOR Corp., New York, on behalf of Star razor blades, is conducting a campaign on some 40 stations in 26 cities of six Latin American countries, using one-minute transcribed musical announcements. Campaign started last October, and will be extended gradually to additional stations. Agency is Dorland International-Pettingell & Fenton, New York.

Without this No touchdown

If the ball doesn't land securely into the hands of the end, it's an incompleted pass. And no team can move forward on incompleted passes.

In radio, the same thought applies. Unless the listener is in position to catch your sales story by being tuned to the station you're using, it's another "incompleted pass." And no product can move under those conditions.

Your program, broadcast over WCBM will score a touchdown. Your sales message will be "caught" by your market, because listening to WCBM has become a habit in Baltimore.

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer
President

George H. Roeder
General Manager

Free & Peters, Inc.
Exclusive National Representatives

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

7 AM, 8 FM, Tele CPs Sought of FCC

Pensacola Station Would Use Former Police Equipment

AMONG nearly a score of new applications filed with the FCC during the past two weeks are requests for seven standard stations, eight FM outlets, a noncommercial educational station, an experimental television station and one—WLIB New York—for a commercial television outlet.

Ruth Braden Weber, wife of Fred Weber, manager of WDSU New Orleans, and former MBS general manager, is the principal partner in an application for a new station at Pensacola, Fla., on 1450 kc with 250 w. She would hold half interest with four other individuals dividing the balance. The station, understood to be ready for operation, would use the former police radio system of Pensacola, with the transmitter reconverted.

Construction permit for a new local standard station on 1400 kc with 250 w unlimited time at Savannah, Ga., is sought by Atlantic Broadcasting Co. J. W. Woodruff Sr. and J. W. Woodruff Jr., vice-president, each owners of 67½ shares in the new company, are joint operators of WGPC Albany and WRLB Columbus, Ga., with the elder Woodruff also sole owner of WATL Atlanta. G. Phillip Morgan, president, holds 60 shares; S. H. Morgan, 160 shares; estate of W. Morgan, deceased, 60 shares; Charles S. Atwell, 50 shares. The three individuals all hold local business interests. R. Basil Morris, attorney, is secretary-treasurer.

Idaho CP Sought

Charlotte Broadcasting Corp., Charlotte, N. C., requests new standard facilities of 1,000 w unlimited time on 1600 kc with directional. Company is composed of Herbert A. More, president, major owner and president of Auto Finance Corp., Charlotte; Hugh A. Deadwyler, vice-president 13% (65 shares), owner of Charlotte advertising agency under his name and ex-manager of WCOS Columbia, WCSC Charleston and WRDW Augusta; Lucius V. Wells, vice-president 13%, executive secretary of Charlotte Merchants Assn.; J. Murrey Atkins, secretary 13%, vice-president of R. S. Dickson & Co.; Hugh A. Cathey, treasurer 13%, secretary-treasurer of Auto Finance which holds 48% interest in the new company.

Other standard broadcast applications include: Charleston, W. Va., 1240 kc, 250 w fulltime, filed by Gus and Penelope Zaharis; Lake Charles, La., 1390 kc, 1,000 w fulltime directional, by Frank R. Gibson; Flint, Mich., 1500 kc, 250 w daytime, Methodist Radio Parish Inc., non-profit corporation of Oak Park Methodist Church; Idaho Falls, Ida., 1490 kc, 250 w fulltime, in name of Idaho Radio Corp.—David Smith, automobile dealer, 25%; Joseph E. Williams, livestock business, 18.33%; Arch L. Madsen, assistant manager, KSL Salt Lake City, 1.66%, and Radio Service Corp. of Utah, operator of KSL, 25%.

The Wm. H. Block Co., Indianapolis department store, is applicant for a new FM station on 43.7 mc with 9,316 square miles coverage and $59,000 estimated cost.

Other FM requests: Harrisburg, Pa., WHP Inc., 14.3 mc to cover 27,450 square miles, estimated cost $137,250; Wilmington (N. C.) Star-News Co., 44.9 mc to cover 5,300 square miles, estimated cost $53,340; Miami, Fla., WIOD, 47.7 mc to cover 5,689 square miles, estimated cost $54,755; East St. Louis, Ill., WTMV, 47.1 mc to cover 10,737 square miles, estimated cost $39,500; Memphis, Tenn., Herbert Herff, automobile dealer, 45.3 mc to cover 15,400 square miles, estimated cost $42,800; Peoria, Ill., WSOY, 48.1 mc to cover 14,130 square miles, estimated cost $69,050; Athens, O., Messenger Pub. Co., 49, 49.1 mc to cover 8,940 square miles, estimated cost $26,500.

Mrs. Thackrey Files

WLIB, owned by Mrs. Dorothy Shiff Thackrey, publisher of the *New York Post*, has applied for a commercial television station on channel 17.

Sewenhaka High School, Floral Park, N. Y., requests a noncommercial educational station to operate with 20 w and special emission for FM.

Sherron Metallic Corp., Brooklyn, has filed for a new experimental television station to operate with 10,000 w on any or all channels between Channel 6 to 18.

Radio Brussels

(*Continued from page 25*)

kw. It is contemplated that equipment necessary to replace the original 15 kw Flemish transmitter will be provided by OWI in the very near future.

The station, now operated by PWD-SHAEF under the military supervision of Capt. Schacht, is being used intensively for propaganda warfare, directing programs to Germany, unoccupied Belgium and Holland. PWD operations in Belgium are under the supervision of Maj. George W. Hargreaves, in charge of press, radio, publications and intelligence operations for Gen. Erskine, Commanding Officer for Belgium.

Worked in ABSIE

Prior to his work in the reconstruction of Radio Brussels, Mr. Florez had been assigned by Richard Condon, chief engineer for OWI in the ETO, to work on the design and construction of the studios of the American Broadcasting Station in Europe (ABSIE) in London. He also undertook assignments for PWD in the liberated areas of France and Luxembourg.

this famous news analyst is yours on WJZ

for under $1100 a week

Now you can buy John B. Kennedy from 2:00 to 2:15 p.m., Monday, Wednesday or Friday, as your own *local* radio program on WJZ—your voice in the world's richest market! Other WJZ Co-operative Programs are (on a 3-a-week basis):

CORRESPONDENTS AROUND THE WORLD
SOLD on WJZ

BAUKHAGE TALKING
Under $1000 a week

KIERNAN'S NEWS CORNER
SOLD on WJZ

MARTIN AGRONSKY
Under $750 a week

DICK TRACY
SOLD on WJZ

HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting

Now You Can Sponsor Radio's Famous JOHN B. KENNEDY in Local Live Broadcasts!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, fourteen Blue Network, on-the-spot correspondents bring your audience the news right from where it's happening! Available mornings, Sunday through Friday.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Midday, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Monday through Friday, 15 minutes.

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert. Daytime, Monday through Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CARRY YOUR SELLING MESSAGE...YOU PAY ONLY FOR YOUR OWN AREA!

Famed writer, editor, and newsreel commentator known to millions—top-ranking radio analyst John B. Kennedy can help build *your* sales *right in your own back yard!* Newest of the Blue Network's coast-to-coast Co-operative Radio Programs, John B. Kennedy is now available for local sponsorship daily from Monday through Friday. Here's how he can help sell *your* products or services:

Kennedy gives his concise, thought-provoking broadcasts on the day's news from the Blue newsroom in New York—and the commercials are given *by your own local Blue station announcer* during the broadcast, telling *your* audience that this is *your* program! John B. Kennedy's astute commentaries are authoritative. His predictions have won the confidence of America. Your own selling story will take on added authority and inspire added confidence through your local sponsorship of this outstanding Blue Network program!

And you will find that the cost of Blue Network Co-operative Programs is surprisingly low, since you pay only your own local share! Here's a great opportunity to sponsor locally a *big-name* network program.

For all information ask any Blue Network Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

"The Network Most People Li

NBC Winners in Eighth Annual Poll

Favorite Commercial Program	*Information Please*
Favorite Entertainer	*Bob Hope*
Favorite Male Vocalist (Classical)	*John Charles Thomas*
Favorite Male Vocalist (Popular)	*Bing Crosby*
Favorite Feminine Vocalist (Popular)	*Dinah Shore*
Favorite Symphonic Conductor	*Arturo Toscanini*
Favorite Comedian	*Bob Hope*
Favorite News Commentator	*Lowell Thomas*
Favorite Dramatic Serial	*One Man's Family*
Favorite Sports Commentator	*Bill Stern*
Favorite Quiz Show	*Information Please*
Favorite Announcer	*Don Wilson*
Favorite Comedienne	*Joan Davis*
Star of Tomorrow (Female)	*Jo Stafford*
Favorite Comedy Team	*Fibber McGee & Molly*

Highlights of Survey Sidelights (from Radio Daily)

Bing Crosby . . . with the largest individual vote of any artist or program . . . piled up a staggering plurality

Joan Davis never in danger as favorite comedienne

Information Please received many votes in the favorite educational classification

Lowell Thomas . . . heading the commentators . . .

. . . Dinah Shore outdistancing her competitors . . . by a margin leaving no doubt as to her popularity

Toscanini a tower of strength

Fibber McGee and Molly ran strongly ahead as a favorite comedy team . . .

. . . Jo Stafford headed the gal starlets . . .

Listen to Most" is

Radio's radio, too

15 out of 26 places in Radio Daily Poll go to NBC stars and shows

The National Broadcasting Company wishes to express its appreciation to the nation's radio editors and writers who again this year cast their votes overwhelmingly in favor of NBC programs and stars in the poll conducted by Radio Daily.

In voting NBC 15 out of 26 places, radio critics gave NBC stars and shows three times as many firsts as any other network.

As these results indicate, "The Network Most People Listen to Most" is America's No. 1 Network with critics and reporters as well as with the millions of Americans who listen solely for entertainment, education and information.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

A FAVORITE SPOT
on Pittsburgh dials
since 1919

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

COVER THIS RICH
SUBSTANTIAL MARKET
WITH A SINGLE MEDIUM
KWKH
THE SHREVEPORT TIMES STATION
50,000 Watts CBS
THE BRANHAM CO.

BBM to Highlight Canadian Meeting

Luncheon Sessions Cancelled By the CAB at Quebec

COMMERCIAL continuity, post-war technical planning and the first year's operations of the Bureau of Broadcast Measurement (BBM) will be highlights of the annual meeting of Canadian broadcasters at Quebec, Feb. 12-14. There has been no ban on conventions as yet in Canada, largely because Canadian trade meetings are not as large as those of the U. S., and railway conditions are not as tight as south of the international border. Canada has long had more railway accommodation per capita of population than any other country, a factor which has been of importance in the more than five years that Canada has been at war.

Full Agenda

The proposed agenda of the annual meeting of the Canadian Assn. of Broadcasters shows that Canadian broadcasters will discuss numerous industry problems including the CAB code of ethics, programming, public relations, public service activities, performing rights fees, standardization of the rate structure, music and the past year's Parliamentary Committee report on Canadian broadcasting. In addition business sessions dealing with the association's finances are on the programs.

Luncheon meetings with speakers have been dispensed with this year, and there will be only one guest speaker, Peter Stursberg, CBS war correspondent who is home on a short leave from the Mediterranean front.

Advance registrations show that many U. S. broadcasters and NAB officials will attend, as well as representatives of all phases of the equipment, recording, agency and representative sections of the industry.

Canada Listening Up

CANADIAN sets-in-use figures revealed winter weather conditions during the first week of January when Elliott-Haynes Ltd., Toronto research firm, made its January national evening rating report, issued Jan. 22. Sets-in-use reached 52.9 for Edgar Bergen & Charlie McCarthy, which led the "First Fifteen" with a 41.6 rating, followed by *Radio Theatre* with 39, *Fibber McGee & Molly*, with 35.4; *Bing Crosby Music Hall*, 25.4; *Album of Familiar Music;* Bob Hope, *Treasure Trail* (Canadian quiz show), N. H. L. Hockey, *Waltz Time, Aldrich Family, Blind Date, John & Judy* (Canadian program), Frank Morgan, *Adventures of the Thin Man* and *L for Lanky*. French language evening programs were led by *Secrets of Dr. Morhanges* with 34.5 followed by *Ceux qu'on Aime* with 34.3, *La Mine d'Or, Metropole* and *Le Raillement du Rire*, these being the five leading shows.

RECORDING radio interview f WLS Chicago in Paris are WL War Correspondent Ervin Lew (r) and French Minister of Agr culture Tangy Prigent. Broadca was shortwaved to Chicago statio

SAM O'NEAL NAME PORTER SUCCESSO

SAM A. O'NEAL, member of t Washington Bureau of the *Chica Sun* and immediate past preside of the National Press Club, Feb. 1 becomes publicity direct of the Democratic National Co mittee, succeeding Paul A. Port now FCC chairman.

Following his appointment l week by the Democratic Executi Committee, Mr. O'Neal declined comment on the possibility of a ing a radio director until he tak the new post. He added, howev that "radio is a most important m dium and certainly we're not goi to overlook it". During the 19 campaign J. Leonard Reinsch, ma aging director of the James M. C stations (WSB WIOD WHIO) w radio director of the Democra National Committee.

A native of Boonville, Mo., M O'Neal was a reporter on the S *Louis Post-Dispatch* from 1922-3 and on the *Tulsa Tribune* and *Wor* the next two years, joining the S *Louis Star-Times* in 1928. In 19 he opened the *Star-Times* Was ington bureau and headed it un August 1943, when he became member of the *Chicago Sun* Was ington bureau, covering the Sena He covered Gov. Dewey's Preside tial Campaign for the *Sun* and l spring received the Sigma Del Chi award for outstanding Was ington correspondence.

Healthaids Order

CEASE and desist order was sued last week by the Federal Tra Commission against Healthai Inc., Jersey City, N. J., The Jou nal of Living Publishing Corp. a Victor H. Lindlahr, editor of t *Journal of Living* and radio lectu er for Healthaids, prohibiting m representations in the advertisi of Serutan. The Commission's fin ings declare that through Healt aids' radio programs and Lindlah broadcasts and writings the C poration promotes the sale of product "in as indirect and appe ently disinterested guise as p sible". The order forbids rep sentations, directly or through ference, that Serutan is a cure remedy for constipation or that will strengthen or stimulate digestive organs.

People Are Curious

People's curiosity is a characteristic which makes it possible for a progressive station, such as WAGA, to do *more* than is expected of it.

Audience-building promotion — creating interest by making people curious about programs, through 24-sheet posters, car cards, daily and weekly newspaper advertising and publicity, announcements, dealer tie-ins, etc. — is an important part of WAGA's operation, because we believe our business is not just broadcasting — but *producing maximum response.*

WAGA

ATLANTA

5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

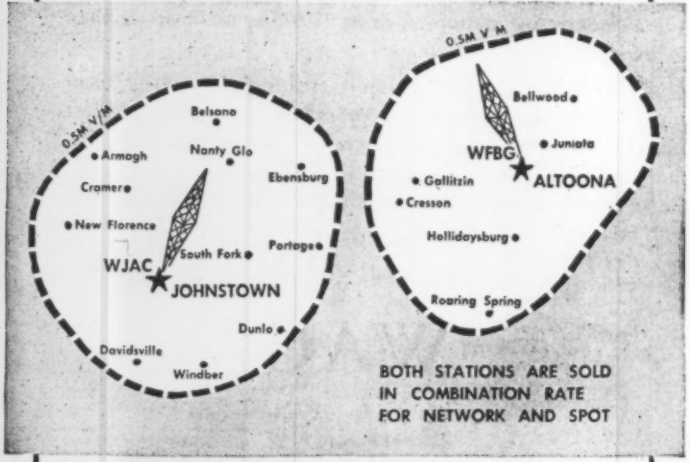
first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

WOMEN DIRECTORS TO MEET FEB. 17

ASSN. of Women Directors of the National Assn. of Broadcasters, will open its second annual informational campaign, keyed this year to the theme "Women of the United Nations" at a conference Feb. 17 at the Hotel Roosevelt, New York. Members will attempt to create through their radio programs an international outlook among women listeners. Cooperating in the project, mainly through supplying material for radio messages, will be the United Nations Information Office, and the Inter-American Commission of Women, also the Canadian Assn. of Broadcasters, the Canadian Broadcasting Corp. and a group of 18 civic and cultural groups.

Speakers at the morning session will include Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept.; Elizabeth Long, director of women's activities, Canadian Broadcasting Corp.; Mrs. William Sporborg, chairman, international affairs, General Federation of Women's Clubs; Mrs. Minerva Bernardine, director, Inter-American Commission of Women; and Mrs. Eleanor Stevenson, author.

A panel discussion by women commentators will follow. Participating will be Mary Margaret McBride, WEAF; New York; Alma Kitchell, Blue; Bessie Beatty, WOR New York; Ruth Crane, WMAL Washington; Mildred Bailey, WTAG Worcester; Helen Sioussat, CBS; Jane Wagner, NBC; Hazel Cowles, WHAM Rochester. Ruth Chilton, AWD president, of WCAU Philadelphia will preside at both meetings.

Dorothy Lewis, NAB Coordinator of Listener Activity, will preside at a luncheon when an award will be presented to Mrs. Franklin D. Roosevelt, who will later broadcast from the meeting on CBS. Luncheon speakers will include Herbert Lehman, director-general United Nations Relief & Rehabilitation; Hon. Emily Taft Douglass, of Illinois, and Mrs. Edgar D. Hardy, president, Canadian Council of Women.

Luft Moves to Blue

GEORGE W. LUFT Co., New York (cosmetics), on Feb. 23 shifts the *Sammy Kaye Tangee Variety Show* from MBS to the Blue Network, Friday 10-10:30 p.m. expanding the program's network from 69 to 173 stations. Cosmetic firm continues to sponsor *Sammy Kaye's Tangee Serenade* on the Blue, Sunday 1:30-1:55 p.m. According to the agency, Warwick & Legler, New York, change was made because more stations and better time were available on the Blue, with no delayed broadcast. Program features Mr. Kaye and his orchestra, Paul Winchell, ventriloquist, and Jerry Mahoney, dummy.

WGBF Transfer

APPLICATIONS were filed with the FCC last week requesting voluntary assignment of the licenses of WGBF and WMLL Evansville, Ind., from Evansville on the Air Inc. to Curtis Broadcasting Corp., parent company. Also included is W9XEV, developmental station, and relay stations WEQG WAUY WAUT. No money is involved in the transfer which will eliminate the holding company.

NEW TIME has been scheduled for *Blue Correspondents Abroad*, the Blue Network's Monday - through - Friday presentation of war news. Starting Feb. 5 the quarter-hour program will be heard Monday through Friday at 3 p.m.

Spadea's System Favored for Video

Movie Reel Lengths Adaptable To Revised Time Schedule

By RALPH B. AUSTRIAN

Executive Vice-President
RKO Television Corp.

I READ the article by Mr. Joseph Spadea entitled "Shorter Air Time Periods Suggested" with a great deal of interest. I do not wish to make any comment about his plan as it might affect radio, but I do feel he "has something" when one considers television.

Mr. Austrian

The average one-reel movie short runs 8½ minutes or, if it's a two-reeler about 18 minutes. That leaves plenty of time for the necessary commercial. Of course these subjects could be made longer. The "new standard" reel holds 2,000 feet of 35 mm. film which is a running time of 22 minutes. But why make them longer? I for one feel that television programs can and should be much more compact than radio programs. Remember the Chinese proverb, "A picture is worth a thousand words".

Sponsor Benefits

I am not advocating shorter time periods so that the station operator can make more money by "stretching the clock". Quite the contrary. I am interested in saving money for the sponsor—the man who pays all the bills!

We all know it's going to cost plenty more to program a television station. Transmission time will cost more, too. How much more? No one knows yet. But whatever the cost per hour is—if we can build programs which will reduce the necessary time (and production cost) 33⅓%, we are making a real offset against the higher per hour operating costs.

TPA Hears Halpin

In a prewar year, according to an RCA survey, the New York area had 3,441 sports and other spectator events which might have served as television program material, according to Dan D. Halpin, RCA Victor Division, RCA, who discussed program material for television at a meeting of the Television Producers Assn. at the Pennsylvania Hotel, New York Jan. 22. Hoyland Bettinger, program manager of WRGB Schenectady, GE video station, told of television commercials, emphasizing that video delivers its sales message with stronger emotional impact than radio, and hence responsibilities of telecasters are proportionately heavier. There was a showing of the GE *Sightseeing At Home*, which followed telecasting operation from studio to home.

THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.

50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the "inside" market reveal that during the past year, all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of listeners in the "outside" market tuned to Don Lee stations. The reason is most cities in the "outside" market are surrounded by mountains, and long-range broadcasting of other networks won't work.

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.

The Nation's Greatest Regional Network

Mutual DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

Purely PROGRAMS

START of drive to place 8,700 people in Cleveland area war plants was a roundtable discussion last Sunday on WJW Cleveland between Armed Forces officers and civilians responsible for war production. Mayor Thomas Burke was moderator of the program which included Col. E. A. Lynn, chief, Cleveland ordnance district; Capt. R. T. Hanson, director of inspection of Navy materials; Lt. Col. Wm. Walter Phelps, Cleveland area representative, central district ATSC; Robert C. Goodwin, regional director, WMC; John Virden, regional director, WPB.

* * *

WOAI Recordings

WOAI San Antonio is recording a half-hour program titled *Let's Go to Town*, for and about South Texas men in the service overseas. Format of the show is a figurative trip through San Antonio. News from the home front is presented. Distribution of the recordings is through facilities of the Armed Forces Radio Service and is presented by WOAI KTSA KABC KONO.

* * *

Forum Talks

A SERIES of weekly talks, *Family Forum*, has been started on the prairie networks of the Canadian Broadcasting Corp. Talks cover medical, house planning, safety and parental problems for listeners in rural as well as urban communities, with authorities from universities and provincial governments as speakers.

Hymn Sing

MILWAUKEE County Council of Churches for the second consecutive year in cooperation with WTMJ-WMFM Milwaukee is presenting *The Old Fashioned Hymn Sing*, Sunday evening series of religious programs with a different church and congregation participating each week. Program is aired immediately by WMFM, FM outlet, and is later rebroadcast over WTMJ so that participants may hear their own performance.

* * *

Fan Club

QUARTER hour *Crooner's Fan Club*, featuring news of all Chicago fan clubs and interviews with one guest crooner weekly, has been started on WJJD Chicago Monday through Friday. Al Hattis and Ed Wiebe, originators, are conducting the program.

* * *

Penny Quiz

QUIZ GAME broadcast titled *Penny for Your Thoughts* is aired by WWDC Washington from the main recreation hall at Arlington Farms, Washington "government girl" community in Arlington, Va., preceding the weekly Saturday evening dance. Each participant is given a bank of pennies to be increased or forfeited during the game.

* * *

Religion in War

WNEW New York in *Pulpit in the Foxhole* dramatizes the role of religion in war, the first broadcast telling the story of the heroism of chaplains of three faiths aboard a sinking transport in the North Atlantic.

MBS Bond Series

MEN AND WOMEN over 70 appear as featured guests in *Never Too Old*, weekly half-hour program presented on Mutual in cooperation the Treasury Department and with the express purpose of encouraging buyers of War Bonds to save for their late years. Each oldster reminisces briefly about the past, a device to bring in historical facts. They participate in an "experience quiz" competing to give the best answers on human problems and concluding with a word of advice on a question of human interest. Prizes are awarded on the basis of audience vote, with a first prize of War Bonds, and three $10 cash awards. Prizes will also be awarded to those giving the best account of their native state. Talent will include Art Baker as m.c. and a quartette. Series originates in Hollywood and starts Jan. 29.

A THIRD star for continued outstanding achievement in the war effort has been added to the Army-Navy "E" flag won in 1943 by RCA laboratories at Princeton, N. J.

KPO-KGO Cupid

A DOUBLE marital merger affecting staff members of KPO and KGO San Francisco has been announced. On Jan. 7 Darryl Hutchins, KPO announcer, married Marian Twomey, KGO receptionist. The second wedding will take place Feb. 4 when Art McDermott, KPO engineer, marries Virginia Jeffries of the KGO staff.

WAC Call

A NEW call to action was sounded last week by the War Advertising Council in a dramatically illustrated bulletin urging that the full power of advertising be continued undiminished in support of war themes "until the war is really won". Written by one of advertising's leading creative men following a tour of the battle fronts, the bulletin warns that "there will be no postwar until the last gun is fired" and declares that "the time has not yet come when we can safely turn all of our advertising dollars to the pursuit of sales".

Levy to WFD Post

LT. DAVID LEVY (jg), USNR, former producer and writer for Young & Rubicam, New York, has been assigned special radio consultant to the Treasury War Finance Division, it was announced last week by Thomas H. Lane, WFD director of radio, press and advertising. The special assignment was made possible by Adm. DeWitt Ramsey, head of the Bureau of Aeronautics. At Treasury Lt. Levy will be in charge of programming WFD shows such as radio appearances by Secretary Morgenthau and similar special broadcasts and he will handle supervision of all transcriptions and other material being sent to stations. In addition he will be available to work with networks and other groups on their War Bond programs. While with Young & Rubicam, Lt. Levy directed *We the People*, *Manhattan at Midnight* and similar programs. He has been a writer with the Navy Training Film branch.

Three
LOYALTY
"man's best friend."

More
LOYALTY
Through the years we have enjoyed more customer loyalty (evidenced by Renewals and Repeat Renewals). We feel our loyalty to these customer friends is the reason WHBQ has MORE local accounts than any other Memphis station.
Memphis is the South's largest producer of mixed feeds.
SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

JOHN BLAIR & COMPANY

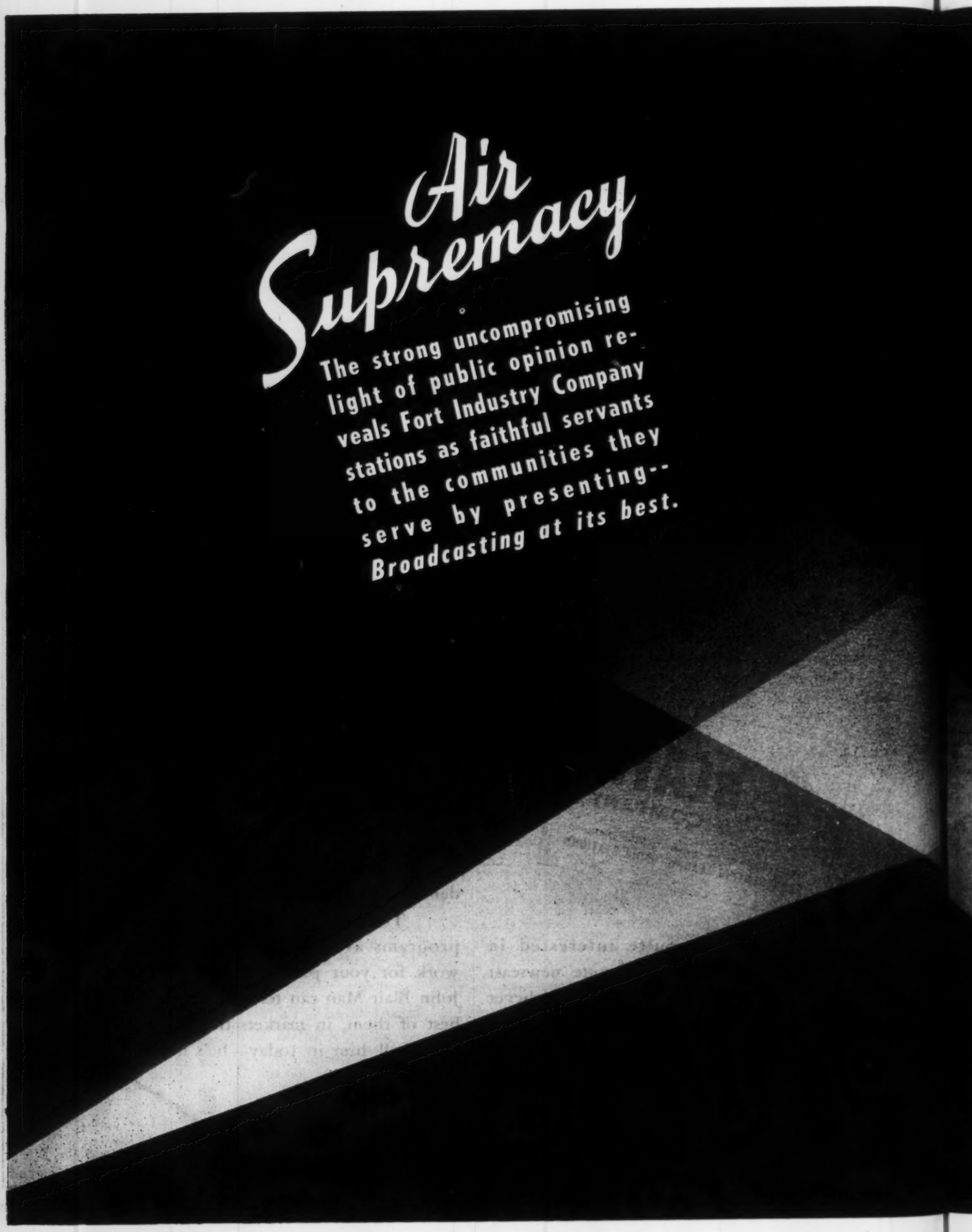
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Maybe you're interested in sponsoring a fifteen minute newscast —or an hour long musical. Whichever it is, *you'll be way ahead when you buy spot programs that are already well established on the air.* For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today – he's a good man to know!


Air Supremacy
The strong uncompromising light of public opinion reveals Fort Industry Company stations as faithful servants to the communities they serve by presenting--
Broadcasting at its best.

XUM

FORT INDUSTRY COMPANY STATIONS

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WHIZ
250 Watts
Zanesville, Ohio

WSPD
5,000 Watts
Toledo, Ohio

WFTL
10,000 Watts
Miami, Florida

WLOK
250 Watts
Lima, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT!

A FORT INDUSTRY STATION

XUM

Editorial

Jimmy the Weaver

LITTLE James Caesar Petrillo for many years has been weaving a web about radio. Though his efforts have been challenged often, he hasn't lost a contest to date. An indulgent Administration, Congressional obeisance and a mystifying unwillingness (or fear) of all elements in radio to stick together have made his task easy.

Some have predicted that, given enough time, Jimmy would become ensnared in his own entanglements by operating on too many fronts. One of the first indications appeared last week.

In the case of WOV New York, which had protested the requirement of AFM Local 802 (New York) that it maintain a staff of 12 musicians, Dr. Herbert R. Northrup, senior hearing officer of the Regional War Labor Board, recommends that the station quota be reduced to five men [BROADCASTING, Jan. 22]. For them he recommended an increase in pay, but he strongly condemned the AFM "featherbedding" practices as a palpable waste of manpower in wartime. He points to the AFM conquest of the recording companies wherein royalties are paid direct to the union as a cushion against unemployment, and concludes that to superimpose upon a station a fixed quota of musicians would amount to "double taxation".

We believe Dr. Northrup started in the right direction but, somehow, detoured. If he's right on the "make-work" or "feather-bedding" premise (and we think he is), then it shouldn't be a case of reducing the musicians' quota for WOV, but of eliminating it altogether. We don't concur in his implication that the recording fee principle is just or justified.

The "fixed quota" requirements of AFM have been a sham and a fraud since stations first were forced to accept them under duress in 1937. Station after station has attested that for the most part their quota musicians are not competent. In smaller cities, the musicians have other primary means of livelihood. The "pinochle room" for the musicians who report but don't perform is an old wheeze.

AFM persists in demanding its tribute from radio on the phoney unemployment relief premise. All of Jimmy's demands—network deals, staff quotas, transcription and recording royalties, standbys, and platter-turners—have evolved from that issue. Even now, when the gravest labor shortage in history faces us; when work or fight legislation is imminent; when radio, the greatest of the morale builders, is "frozen" because of lack of manpower, Jimmy's locals carry the compulsory employment torch.

Dr. Northrup's recommendations, if approved by the regional NWLB, will probably be appealed to the national body in Washington.

The immediate result of affirmation of Dr. Northrup's recommendations, even as they stand, would be to afford many broadcasters relief from AFM's onerous "fixed quota" requirements. Every station then would have a basis on which to break the AFM yoke. But more important, it would bring into the sunlight the whole fantastic succession of Petrillo conquests of radio built upon the obsolete and utterly specious unemployment theory.

Wrath & Ratings

WHY, we are often asked, are radio's chronic headache boys—the likes of Winchell and Pearson—no headache to the newspapers for which they write?

To give a categorical answer would take a volume in 6 pt. type. But there are self-evident reasons, such as radio's terrific impact upon the public, and the sharper dramatic incisiveness of the spoken word over the written word.

Add to these the factors of time. A syndicated column, usually distributed for advance release, gets the attention of a copy desk, or several of them. There's the opportunity to edit fancy flights of writing.

And perhaps it's true that, overnight, these radio pundits become celebrities, by dint of a 200-station network, high audience ratings garnered by sharp and flamboyant mouthings. All too often these reporters riding radio's crest carry on their own political and personal vendettas, upbraiding those they don't like, while showering glory upon their favorites.

The problem has been met by certain networks and stations; others prefer the ratings, despite the wrath. Radio, as a whole, should recognize certain minimum standards on news reporting. There should be proper safeguards voluntarily invoked by radio as an entity.

Time (to) Change

ADDING confusion to the already muddled shape of things, some of our leading legislative tinkerers are messing around with the clock again. From California comes word that a movement is on for "double daylight savings time", while some States want to return to Standard Time and others prefer War Time.

The California report has ominous implications. What California does, Florida will want to double. Farmers and their stock live and work by the sun, not by time signals.

All these efforts to speed up or slow down the clock have some plausible bases for the particular community in the interest of speeding war activity. But do they benefit the people?

In both Houses of Congress bills have been introduced to restore Standard Time. Sen. Clyde M. Reed (R-Kan.) last week introduced a bill (S-355) to amend the Daylight Saving law by terminating War Time "in the month of February 1945". Rep. Joseph P. O'Hara (R-Minn.) has introduced a similar bill (HR-1446) to abolish War Time effective March 1. Then there's the proposal by Sen. Taft (R-O.) to authorize the ICC to restore Standard Time in zones where Daylight Saving Time is no longer necessary for the war effort. Such a plan would plunge disorder into chaos.

Aside from the farmer, the munitions maker and the baker, consider the plight of the broadcaster. The war worker—and everybody is affected—has already been forced into a sort of topsy-turvy schedule. His radio is his primary means of relaxation. The network outlet's schedule is controlled by its key station, not by his local time. It's tough enough for the listener to keep up with his radio fare because of the time-zone jumps. But with the interlarding of a half-dozen different methods of keeping time he's faced with panic.

Whether it be War Time or Standard Time, let's have it *universal* time, with the same method observed by everycne in the nation.

Our Respects To -

HAROLD WAYNE CASSILL

LIKE HIS illustrious neighbor, Pres Franklin Delano Roosevelt, Ha Wayne (Dutch) Cassill might easily dubbed "the sage of Dutchess Cou for at the age of 33 (last Oct. 2) he is joying a business career befitting a man years his senior.

Present manager of two Speidel Newsp properties, WGNY Newburgh, 1,000 w pendent, and WKIP Poughkeepsie, 250 w affiliate, Mr. Cassill is looking forward t time when his organization operates both and television stations in the Mid-Hudson ley. At present, Speidel Newspapers Inc. an application on file with the FCC for an station atop Mt. Beacon in Dutchess Coun cover 10,000 sq. mi., and plans are in the w ing state for a television station for the area.

Born in Greenfield, Ia., Oct. 2, 1911, Cassill got his first sniff of printer's ink boy working on his hometown weekly printer's devil. He later entered the U. of I in 1931 and followed up his interest in jour ism by working on the college paper, *The D Iowan*, under Harry S. Bunker, still his b as general manager of Speidel Newspap Inc.

After graduation from Iowa in 1935, "Dut went to work for the *Des Moines Register Tribune*, where he endeavored to increase circulation for that influential Iowa da After two years of circulation building for Cowles paper, Cassill put out his own shi and handled all circulation for North Pla and Fremont (Neb.) dailies. He was promoted to business manager of the Frem paper.

In September 1939 Mr. Cassill accepted post of circulation manager of the *Pou keepsie Courier*, a Speidel paper, and the lowing June, when the Speidel organizat purchased WGNY Newburgh across the ri from Poughkeepsie, from Peter Goelet, Cassill was named manager of the newly quired radio property. By good employment newspaper techniques, and with experien radio men to help him, "Dutch" soon tra formed WGNY from a losing proposition t black ink operation.

Mr. Cassill started earning his living bef graduating from high school by peddling pers, and he likes to recall that he was doing this—as circulation manager of Poughkeepsie daily—when called to his pres radio job.

In 1939, Mr. Cassill married Margaret Pa and they now have one daughter, Ann. In c

(Continued on page 44)

The Columbia River Gorge — *Photographed by Ashley C. Dixon*

The mighty Columbia is the setting for some of the most dramatic chapters in the history of America. The stories of this river, and the empire it has mothered, are broadcast by KOIN in the most authentic radio chronicle of Oregon yet produced . . .

"SONG OF THE COLUMBIA"

The series is in its fourth month as an exciting adventure among the sagas of Oregon's yesterday. How portrayed? In breathless dramatic sketches by Robert Ormond Case, distinguished Northwest author . . . and in the brilliant music of The Duncan Singers (21 voices you'll hear more of) and the KOIN Orchestra . . a cast of over 50 in all. Each episode offers a contrast with the present, and projects the challenge of tomorrow. In reliving Oregon's past, "Song of the Columbia" opens the door on Oregon's expanding future.

Yes!

Does "Song of the Columbia" contribute to a better understanding of the Northwest and its resources?

This question was asked in a postcard survey among representative listeners. Of all replies

98 plus %

answered with an emphatic Yes!

KOIN PORTLAND OREGON

CBS

FREE & PETERS, Inc.
National Representatives

PEORIAREA Moves the Earth

...WMBD Moves Your Products

Peoriarea Reconversion Problems are Only Paint Deep . . .

It takes exactly the same kind of earth-moving machinery to reconstruct bombed air fields as it does to build new ones for postwar. That's why Peoriarea's reconversion problems consist largely of changing the paint color of the products from army drab to commercial glow . . . nothing more!

This means that reconversion won't throw a monkey-wrench into Peoriarea's prosperous inner-workings. You can depend on Peoriarea's potent buying population of over 600,000 to **continue** supplying the material from which sales records are made. Advertisers who are cultivating this hi-spot market **today** are insuring increased sales tomorrow.

Peorians Have the WMBD Habit!

The entire PEORIAREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listening audience surveys. WMBD dominates with a coverage "tune-in" of 56.3% (Conlan, 1944). You can capture PEORIAREA through one station.

WMBD's listening audience in Peoriarea is greater than all other stations combined.

FREE & PETERS, INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop. 614,200

WBZ
Boston's most powerful station
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

Personal NOTES

DR. LEON LEVY, president of WCAU Philadelphia, has been named to represent the radio industry on the advisory committee of the Regional War Production Board by Director J. Griffith Boardman.

HOWARD K. SMITH, formerly in the Federal and marine divisions of the apparatus dept., General Electric Co., Schenectady, N. Y., has been appointed assistant to **A. A. BRANDT**, general sales manager of the GE electronics dept., Bridgeport, Conn.

STANLEY YOUNG and **HAL LEVY** joined WINS New York last week as members of the sales staff, part of a general sales, promotion and program expansion. Mr. Young was formerly Chicago manager of Spot Sales Inc. Mr. Levy was at WFAS White Plains, N. Y., as sales director. He has seen service with the Army in the South Pacific, and handled rebroadcasts of the 1943 World Series games for servicemen.

EDWARD A. COLLIER, assistant director of information for the War Manpower Commission in charge of campaigns and field operations, has joined the War Advertising Council as staff manager on sponsorship.

HOWARD KLARMAN, sales promotion manager of WMCA New York, has shifted to the station's sales staff. Before coming to WMCA, Mr. Klarman was on the promotion staffs of MacFadden and Crowell-Collier publications.

R. KENNETH EVANS, formerly with the Metropolitan papers in Peoria, Springfield and Dayton, O., has been appointed to the sales staff of KQW Portland, Ore.

PAUL E. MILLS has been appointed general manager of WOWO Fort Wayne, Ind., a Westinghouse station. **HOWARD D. LONGSWORTH** has been appointed sales manager. Mr. Mills was commercial manager of WOWO-WGL before the separation of the two stations under the duopoly ruling.

ROBERT E. COSTELLO, formerly on the sales staff on NBC Spot Sales, has joined the sales staff of the *Farm Journal*.

BLANCHE DE BOMBAL, manager of station CB66 Santiago, Chile, will be in New York at the Barbizon-Plaza Hotel until Feb. 2. Mrs. De Bombal, who is vacationing in New York, explained that her station, the oldest in South America, is the only one owned by American interests, the W. L. Grace Co.

DICK GARVEY, formerly with the display department of the *Kansas City Star*, has joined the sales staff of KOIL Omaha.

LT. ORRIN KENDALL BOICE, USNR, son of **HUGH K. BOICE**, WQXR New York vice-president in charge of sales, has been reported missing in action, accordng to a Navy Dept. notfication dated Jan. 23.

WALTER DANNER, supervisor in the CBS research department, has been named office manager of the department, reporting to **J. K. CHURCHILL**, director. He replaces **ELIZABETH IRISH**, who has resigned to go to Houston, Tex. Prior to joining CBS in December, Mr. Danner was business manager of St. Bartholomew's Committee House Club, New York. Previously he was office manager of Harper Bros. and had his own food brokerage firm.

Our Respects to

(*Continued from page 42*)

affairs "Dutch" Cassill is chairman of the local War Loan Committee in Newburgh, a member of the Rotary Club, City Club, University Club, Chamber of Commerce, Masonic Lodge and Presbyterian Church, and the New York City Radio Executives Club. As for hobbies, Mr. Cassill is an old Izaak Walton addict, having caught many a Hudson River catfish, and he shoots golf in the 80's.

Main offices of WGNY-WKIP are in Poughkeepsie, where the Cassills recently purchased a home.

OPERATIONAL and progr plans were under heavy discus by this Mutual-Don Lee netw trio when Edgar Kobak (cent Mutual president, conferred w Don Lee executives during a 10- Hollywood visit in early Janu Pro and conning (l to r) are Le Allen Weiss, vice-president and g eral manager of Don Lee Netw Mr. Kobak; and Willet H. Bro network vice-president and ass ant general manager.

JOHN A. TAPPIN, former director grocery trade relations at WLW Ci nati, has been named manager of merchandising and research departmen WBAL Baltimore.

C. W. DOEBLER has been appointed rector of advertising and sales promo of KMOX St. Louis.

FORREST W. CLOUGH, traffic manag KFJZ Ft. Worth and the Texas S Network, is the father of a boy.

JAY STANWYCK, former service m ager and member of the editorial b of C. E. Hooper Inc., New York, has j the Cooperative Analysis of Broadca as editor of all CAB reports, a new

FLIGHT LT. W. RONALD JOHNST RCAF administrative officer for two y has been placed on reserve status has returned to the Canadian Broadca Corp. as commercial representative at ronto.

SANGSTON (Sock) HETTLER, ass executive of CBS Chicago, is the fathe a girl.

JOHN W. ELWOOD, manager of K NBC San Francisco, has been elected vice-president of the San Francisco Do town Assn.

A. N. ARMSTRONG Jr., general mana of WCOP Boston, is serving on the R Advisory Board of the 1945 Red C War Fund campaign of the Boston Me politan Chapter of ARC.

ROBERT E. HYLAND Jr., released t the Navy, is a new member of the s staff of KXOK St. Louis.

GORDON KINNEY, acting assistant c of the OWI Domestic Radio Bureau a cations division, has been made assis chief. He formerly was with West V ginia Network.

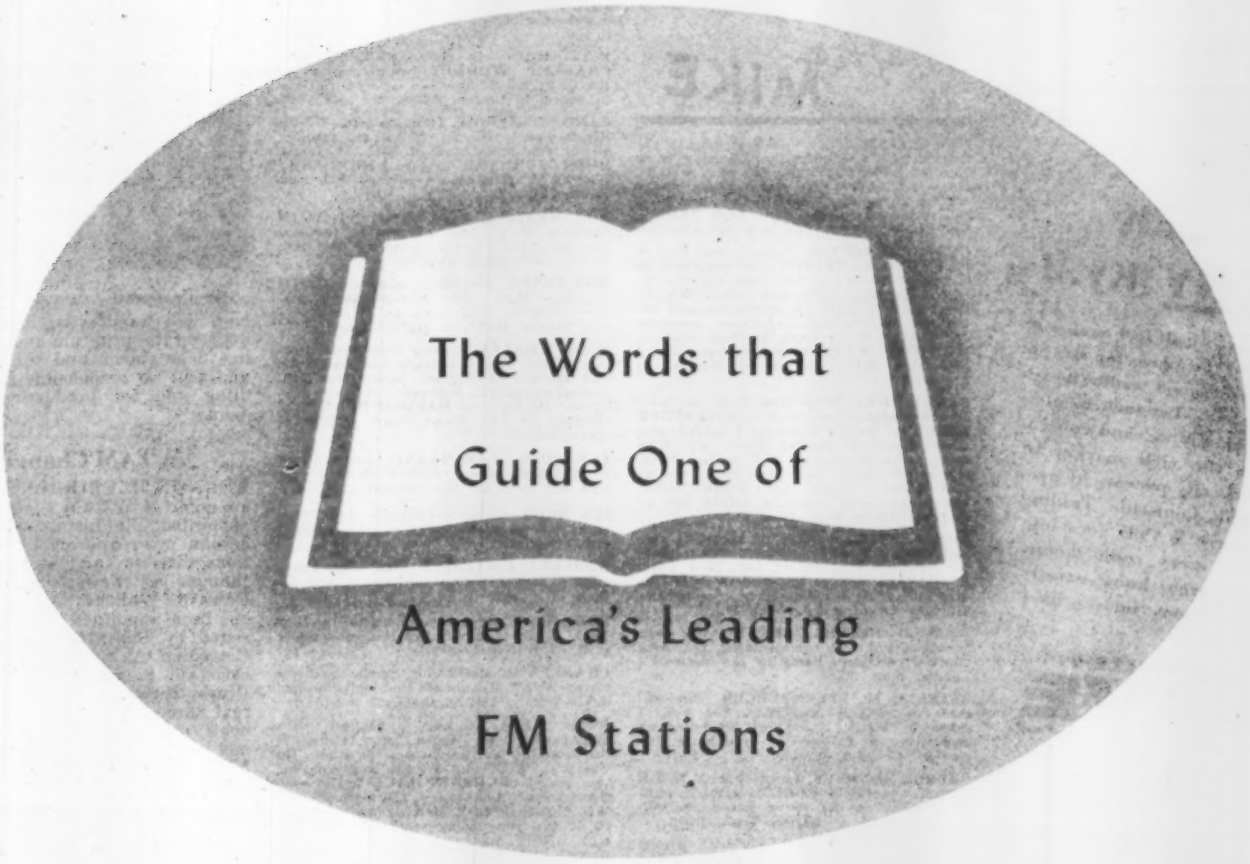
E. E. Loucks Named

APPOINTMENT of E. E. Louc formerly in charge of radio recei sales at International GE, as m ager of the export division Zenith Radio Corp was announ last week by J. J. Nance, Zen vice-president. Mr. Loucks will d with American Steel Export Co handling Zenith sales, inasm as ASECO was appointed exc sive export sales representati for Zenith in the summer of 19

Thompson to MBS

JESSE THOMPSON, formerly p duction manager of the cooperat program division of the Blue n work, now with Mutual, is a signed to special studies a writing on Mutual's policies a planning. In network promot for five years, Mr. Thompson h also served with Kenyon & E hardt Inc. and Emil Brisac agencies.

XUM



WMFM Credo

Distinctive Quality Programs
Keyed to the Wants and Needs
of the People of Wisconsin

THE MILWAUKEE JOURNAL FM STATION

WE'D BE NUTS TO SEEK LOONY (Ky.)!

Sometimes we all feel as though that were the place for us, but why spend good radio dough for the visit? Let such hamlets drowse on, say we, and concentrate on the rich market of prosperous city or near-city people in the Louisville Trading Area—where WAVE goes into practically *every radio home.* We don't even know exactly how many Loony houses have receiving sets!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

COLUMBIA AFFILIATE

Serving New England's 3RD LARGEST

CONCENTRATED RADIO AUDIENCE

WLAW

LAWRENCE, MASS.
5000 WATTS · 680 K C

Dominant Signal in a Concentrated Market

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

BEHIND the MIKE

NED CALMER, CBS correspondent, returned to this country last Monday from Europe, which he has covered for CBS since last August. He resumed last weekend his former spot on CBS Sat. and Sun. 8:55 p.m. for Parker Pen. **BOB TROUT,** CBS news analyst has been substituting.

GEORGE C. FOSTER, formerly assistant to **RAYMOND E. NELSON,** vice-president in charge of radio and television, Charles M. Storm Co, New York, has joined WNEW New York to work on production and assist in the station's television program on WABD New York, DuMont station. **MILTON B. KAYE,** formerly sound effects technician, NBC, has joined WNEW as producer.

BARRY GRAY, WOR New York announcer and producer, last week replaced **STEVE ELLIS** on WOR's all-night recorded program *Moonlight Saving Time.* Mr. Ellis returns this Monday to WMCA New York, to conduct sports news and interviews as a five-times weekly ten minute series, and a two-hour morning music box of recorded music Mon. thru Sat.

TOM SLATER, director of special events and sports for MBS, has completed a movie for Newsreel Distributors Inc., New York, in which he acts as the moderator on the question: "Shall We Have Compulsory Military Training After the War?"

HAROLD PETERS, Blue Network war correspondent and commentator, has been transferred from Paris to the network's London news office.

ESTELLE M. STERNBERGER, commentator on WQXR New York, on Feb. 1 shifts to WLIB New York to broadcast exclusively a five-weekly ten-minute discussion of world events.

GEORGE SANDERS, formerly with WJBK Detroit and **PRES ROPER,** formerly with WCED Dubois, Pa. have joined the announcing staff of WKBN Youngstown.

JOSEPH KRAMER, formerly with KCMO Kansas City, has joined the announcing staff of KLO Ogden, Utah.

LELAND STOWE, Blue war correspondent now broadcasting from Europe, has been awarded Greece's Military Cross, 2d class, by Premier Nicholas Plastiras. During the campaigns of the Italian front, the citation reads, Mr. Stowe showed "bravery and contempt for hardship in following Greek front line troops and endangering his life continually." Mr. Stowe's broadcasts are sponsored by Natl. Bd. of Fire Underwriters

RANNY DALY, former special events director of WING Dayton, has been named production manager. **CHARLES REEDER,** music director, has assumed duties of assistant production manager.

F. EDWARD (Dinny) WHITMARSH, news editor of WBZ-WBZA Boston-Springfield, is the father of a girl.

S/SGT. BEN LIFSCHEN, former staff member of the CBS television station WCBW New York, has received the Air Medal, according to an announcement from the 2d Bombardment Division, 8th Air Force Liberator Station, in England. S/Sgt. Lefschen, who also wears the Purple Heart, has been serving as tail gunner on a Liberator bomber in the Middle East, Africa and from bases in England.

BURTON PASSER, former reporter on the *Mankato Free Press,* has joined KYSM Mankato, Minn. as news editor replacing **BOB REDEEN.** New staff announcer is **BILL WOBUS,** former Chicago copywriter. **BOB GARDNER,** released by the Army Air Corps, has been named program director. **KAY McKENNA,** formerly with KABR Aberdeen, S. D., is now an announcer and member of the promotion department of KYSM.

MRS. REES DAUGHERTY, director of women's activities, WSRR Stamford, Conn., has been named chairman of New England for the NAB Assn. of Women Directors. She broadcasts under the name **ANN DAVENPORT.**

LT. DICK ROSS, former night supervisor and announcer of KHJ Hollywood who was reported missing in action and now is a prisoner of war in Germany, is the father of a girl born in Los Angeles on Jan. 9.

ELEANOR HOWARD, director of women's activities of WOL Washington, was struck and seroiusly injured by a street car Jan. 19.

PAT BELL, formerly in the production and sales department of CBS and more recently secretary to **G. W. (Johnny) JOHNSTONE,** Blue director of news, is a new member of the news sta of WCOP Boston.

PFC. JOHN D. STOOKEY, son of **CHARLES STOOKEY,** farm editor of KXOK St. Louis, has been reported missing in action in Germany Dec. 21, 1944.

CANDACE SYDOW, formerly with WNBF Binghampton, N. Y., is a new member of the continuity staff of WIL St. Louis. **RUTH JOHNSON** replaces **MARGARET HANKEN,** resigned, as chief of WIL continuity Feb. 1.

BOB NEAL, staff announcer of WJIM Lansing, Mich., has returned to the station following recovery from an operation at St. Lawrence Hospital.

BOB INNES, continuity editor of WJIM Lansing, Mich., was feature speaker at the state-wide conference on adult education held at Michigan State College.

BERT WHALEY, former New York freelance singer and 12 years in radio dramatic and musical work, has joined the NBC central division as a director of music programs. He replaced **HAROLD BEAN,** who resigned to join Roger Beane Adv., Indianapolis.

IAN ROSS MacFARLANE, commentator of WITH Baltimore, underwent an operation last week for the removal of an eye.

IRA BLUE, formerly of KQW San Francisco, now is sports commentator on KGO San Francisco.

NORVELL GILLESPIE, NBC San Francisco victory garden consultant, is the father of a boy.

BOB SHAW, formerly in radio in New York, is now a member of the announcing staff of WINN Louisville.

CHARLES F. McGRATH, publicity director of WCKY Cincinnati, suffered a broken ankle from a fall on the ice.

RUSS WYLY, former announcer with WBAP-KGKO Ft. Worth, Tex., returns to the stations as production director. He was with WSM and WLAC Nashville for two years. **EUGENE HALL** is a new member of the music department of WBAP-KGKO. **ROY McKEE** has been added to the announcing staff. At one time with KGKO and recently released by the Army, he returns to Ft. Worth from KVOO Tulsa.

T/SGT. LEO FREMONT, former publicity and promotion director for WEBC and WDSM Duluth, is now with Headquarters of the Sixth Army Group somewhere in France. He is assigned to the Special Service Section.

JOHN CONRAD, formerly with KTSM El Paso and NBC Chicago, now on duty at the Norfolk Navy Yard, is the father of a girl.

MAX BROWN, program director of KHAS Hasting, Neb., has resigned upon advice of physicians because of a throat ailment. He is succeeded by **GEORGE B. YOUNG,** veteran of the Pacific theatre and former program director of KWJB Globe and KCRJ Jerome, Ariz.

ESTON PACE, announcer at KTSA San Antonio, has entered the Marines.

TOM LIVESEY has left the announcing staff of KYW Philadelphia for an engineering post at Bendix Aviation Corp.

EDWIN ROBB is a new addition to the announcing staff of WINN Louisville.

RCA Album Campaign

RCA VICTOR Division, RCA, Camden, N. J., in its 1945 advertising and promotion campaign, will concentrate on selling specific records or albums, in contrast to last year when, as a result of the AFM ban on discs, radio and space copy was confined largely to promoting individual artists. Consumer campaign starts with full-page color ads in *Life* Feb. 14 and 26. Consumer space advertising will be confined largely to *Life* and *Listen,* supported by advertising and promotion in trade papers and special dealer displays. Each recording will be promoted on RCA Victor's NBC *Music America Loves Best* and on *Music You Want,* the local program of RCA Victor records heard on 55 stations throughout the country. Agency is J. Walter Thompson Co., New York.

Passman Joins WTOP

LeROY PASSMAN, recently r turned from ABSIE, the OWI st tion in London, has joined WT Washington as director of stati operation He served traffic manager ABSIE. Befo taking the ov seas post, he w assistant oper tions executi with CBS, Ne York, a positi he had held f nine years. A WTOP Mr. Pas man will handle the liaison wo between the program and enginee ing department and the networ and will be responsible for sche uling and for production assig ments.

Mr. Passman

WTAM Changes

VERNON H. PRIBBLE, division manager of WTAM Cleveland, h appointed Vic Liston, former C nadian newspaperman, press rel tions director, and has announce changes in newsroom personne Edward Wallace, NBC reporte has been appointed news editor a sisted by Sanford Markey of th *Cleveland News* and Bill Baile assistant manager of the Unite Press Pittsburgh bureau, whos real name is Clarence Wagar. Th news staff members are replac ments for Bob W. Dailey, now wi McCann-Erickson, and Al Orric now in the Navy.

Harold Sanford

HAROLD SANFORD, 65, former conductor of NBC orchestras for l years and previously manager an assistant conductor of Victor Her bert's orchestra, died in Spring field, Mass. Jan. 19. Mr. Sanfor joined NBC in 1927 as a musica director of both commercial an sustaining programs until his re tirement in 1940. While with NB he was associated with program sponsored by the Philco Corp. General Food Sales Co. (Maxwe House Coffee); the Wrigley Co and the Sun Oil Co. Mr. Sanfor was also noted as a composer. Hi wife survives.

Gertrude Lanza Potts

GERTRUDE LANZA POTTS, 3 formerly publicity director of th Yankee Network in Boston and pre viously advertising manager i New York of the Columbia Broad casting Artists Bureau, was foun dead of gas poisoning in her New York apartment Jan. 20. Police listed the case as suicide. Survivi ing is her husband, Capt. William Brevoort Potts Jr.

Rudolph Vavpetich

RUDOLPH VAVPETICH, 60, assist ant director of the concert division o the National Concert & Artists Corp. New York, died in New York January 19. Prior to joining NCAC a year ago Mr. Vavpetich was associated with Co lumbia Concerts, New York, and prior to that was with the NBC Concert Bureau, now NCAC. Surviving are his widow and son.

JAY STANWYCK, former service manager of C. E. Hooper Inc., has been appointed editor of all CAB re ports, a new post at Cooperative Analysis of Broadcasting.

Testimonial to a Rep.

Back in the thirties when radio business was hard to get, the GEORGE P. HOLLINGBERY organization showed consistent increases for WWJ, year after year.

Now when business is easy to get but hard to place, this elite, hard-hitting outfit continues to meet every requirement of capable, ethical station representation.

In New York, it's ED SPENCER, PAUL SENFT, NOEL BREAULT, GEORGE KLAYER, DON DONAHUE*

In Chicago, it's GEORGE HOLLINGBERY, FRANK McCARTHY, CHARLEY COMPTON, FRED HAGUE*

In Los Angeles, it's JIM FISLER; in San Francisco, it's RUSS BIRCH, and in Atlanta, it's "MP" MARTIN.

**on foreign service with the Armed Forces of the United States.*

WWJ

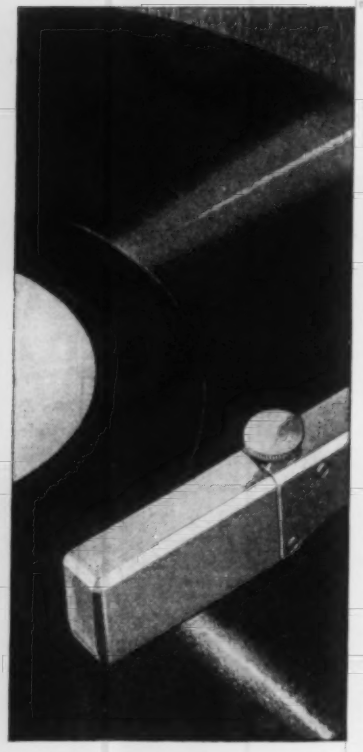
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

ASSOCIATE FM STATION WENA

NBC BASIC NETWORK



RIGHT IN THE GROOVE!

...for both vertical and lateral recordings

Small wonder that so many broadcasters *demand* the Western Electric 9A Reproducer. It plays both vertical and lateral recordings with highest fidelity. It can be used with any turntable equipment. It meets the most exacting quality standards of transcription broadcasting.

Developed by Bell Labs—made by Western Electric—that's the story of 9A quality in a nutshell. After Victory, count on that combination for continuing leadership!

Western Electric — Distributed by GraybaR

Buy War Bonds—and hold them!

Western Electric

Radio Advertisers

MAYFLOWER ICE CREAM Co., New York, has appointed Sterling Adv., New York, to handle advertising for Mayflower and Hershey ice creams. In expanding its distribution and advertising, radio was used for the first time two weeks ago with start of 60 transcribed 30-second spot announcements weekly for 13 weeks on WHN New York. Records were cut by Basch Radio Productions, New York. Other New York City area stations will be added from time to time.

COLGATE-PALMOLIVE-PEET Co., Jersey City, has appointed Grant Adv., Caracas, Venezuela, to handle advertising in that country for Colgate toothpaste and Palmolive soap, to be promoted via radio.

20TH CENTURY Fox Film Corp., New York, in increasing the number of station break and one-minute spot announcements under long-term contracts for promotion of films on New York stations, on Jan. 15 and 22 added a total of 12 additional announcements on WJZ New York. Agency is Kayton-Spiero Co., New York.

MILLER BRASSIERE Co., New York, has appointed Moss & Arnold Co., New York, to handle advertising. Radio will be used in the latter part of 1945.

LION MFG. Co., Chicago, has appointed W. W. Garrison & Co., Chicago to handle advertising. Radio is considered.

EX-LAX MFG. Co., Brooklyn (Jests), on Jan. 1 started daily spot announcements on KMPC Hollywood. Contract is for 13 weeks. Joseph Katz Co., Baltimore, has account.

20TH CENTURY-FOX FILM Corp., Los Angeles, to promote local showing of the film "Keys of the Kingdom" is using an average of 150 transcribed announcements on KFWB KFAC KHJ KFI KECA KNX. Quarter-hour newscasts and transcribed musical programs are sponsored on the four last-named stations. Western Adv. Agency, Los Angeles, has account.

MENTHOLATUM Co., Wilmington, Del. (Mentholatum), on Jan. 1 started five spot announcements weekly on KMPC Hollywood. Contract is for 13 weeks. Placement is through J. Walter Thompson Co., New York.

SWIFT & Co., Chicago (All Sweet margarine), on Jan. 22 started thrice-weekly participation in *Home Makers Club* on KMPC Hollywood. Contract is for 26 weeks. J. Walter Thompson Co., Chicago, has the account.

BALABAN & KATZ Corp., Chicago, sponsored for the week beginning Jan. 22 one-minute spot announcements for *Our Hearts Were Young & Gay* on WMAQ WAIT WJJD WIND, all Chicago. Contract was placed by M. M. Fisher Assoc., Chicago.

KELLOGG Co., Battle Creek, Mich. (Pep cereal), on Jan. 15 resumed sponsorship of *Superman* on full Mutual network Mon. thru Friday 5:15-5:30 p.m. (CWT). Contract for 26 weeks was placed by Kenyon & Eckhardt, Chicago.

HELM'S BAKERIES Inc., Los Angeles (home delivery service), has increased its radio appropriation and stepped up schedule with an approximate total of 30 transcribed singing commercials being used weekly on KFI KNX KHJ KFWB KVOE. Agency is Dana Jones Co., Los Angeles.

HOFFMAN RADIO Corp., Los Angeles (equipment), has appointed Dana Jones Co., Los Angeles, to handle its advertising. Firm is considering Pacific Coast radio.

20TH CENTURY-FOX FILM Corp., Los Angeles (motion pictures), on Jan. 15 started five-weekly program of music and commentary on KHJ Hollywood. Contract is for 33 weeks. Firm also sponsors weekly quarter-hour newscast on KFI Los Angeles and two five-minute news periods daily on KMPC Hollywood as well as three or four transcribed spot announcements daily on KHJ KECA KFI KNX KFWB. Western Adv., Los Angeles, has the account.

CAPILLIS Inc., New York, has appointed Stuart Bart Adv., New York, to handle advertising for hair shampoos. Radio may be used.

NORCROSS, New York, publishers of greeting cards and gift dressings, has appointed Abbott Kimball Co., New York, to handle advertising. Radio will be used during holiday seasons.

NEW EXECUTIVE STAFF of WCOP Boston, recently purchased by t Cowles brothers posed for this picture. Seated is A. N. (Bu Armstrong Jr., general manager. Standing are: (l to r) Paul Belai commercial manager; Roland C. Hale, chief engineer; Frank J. Brin mann, chief accountant; John D. Maloy, program manager; Harry Goodwin, promotion and merchandising manager. WCOP will become t Boston outlet for the Blue Network on June 15 this year.

HAPPY Tumbling Blocks, Osage, Ia., has named Northwest Radio Adv. Co., Seattle, as advertising representative. Radio plans are said to be considered.

MAYFLOWER Mills Inc., Ft. Wayne, Ind. (Snow Goose flour), has named Clem J. Steigmeyer Adv. Agency as representative. Plans are said to include radio.

TRIPLE A Tablets Inc., Buffalo (proprietary), has named Baldwin & Strachan Inc., Buffalo, as advertising counsel. Radio may be used.

HOOKER GLASS & PAINT Co., Chicago, starts participation sponsorship of *Sunrise Salute* on WBBM Chicago Jan. 29 for 17 weeks. Firm is celebrating its 90th year in business. Agency is Goodkind, Joice & Morgan, Chicago.

IOWA SOAP Co., Burlington, Ia., has started sponsorship of *Modern Romances* thrice-weekly 9:15-9:30 a.m. (CWT) on WTAD Quincy. Contract for 39 weeks was placed by Goodkind, Joice & Morgan, Chicago.

GREAT LAKES Varnish Works, Chicago, has appointed Kalom Adv., Chicago to handle advertising. Radio is considered.

BRICK OVEN Bakers, New York, on Jan. 16 began sponsorship of John B. Kennedy, news commentator, twice-weekly 2-2:15 p.m. for bread and rolls on WJZ New York. Contract is for 52 weeks. Business placed direct.

CIA. INDUSTRIAL de Conservas Delrio of Brazil, manufacturer of canned foods and a radio advertiser, has appointed Grant Anuncios S. A., Rio de Janeiro subsidiary of Grant Adv., New York, to handle advertising.

H. GOODMAN Inc., Cleveland (mattresses), has assumed local Monday through Friday sponsorship on WJW Cleveland of John B. Kennedy, Blue news commentator.

NEWELL GUTRADT Co., San Francisco (soap and cleanser), has placed its account with Erwin, Wasey & Co., San Francisco. Radio plans are said to be considered.

DOLLAR & Co., Napanee, Ont. (Tenz breath tablets), has started thrice-weekly spot announcements on CKEY Toronto. Account was placed by A. J. Denne & Co., Toronto.

MacDONALD TOBACCO, Montreal, has started five-minute transcribed program *Big Moments in Sports* thrice-weekly on 10 Canadian stations. Account was placed by Harold F. Stanfield Ltd., Montreal.

GLENN HOLDER, formerly advertising manager of Vitamins Plus division, Vick Chemical Co., New York, and for ten years an executivve of Morse International, New York agency, has been named advertising and sales promotion manager of Standard Labs., New York. Firm has been formed by William R. Warner & Co., New York, to handle its proprietary drugs and toiletries [BROADCASTING, Jan. 16] and represents a merger of 14 leading proprietary companies.

LITE-GLO Co., Topeka (Lite-Glo Kit), has placed its account with Shaffer-Brennan-Margolies Adv., St. Louis. Plans are said to include radio.

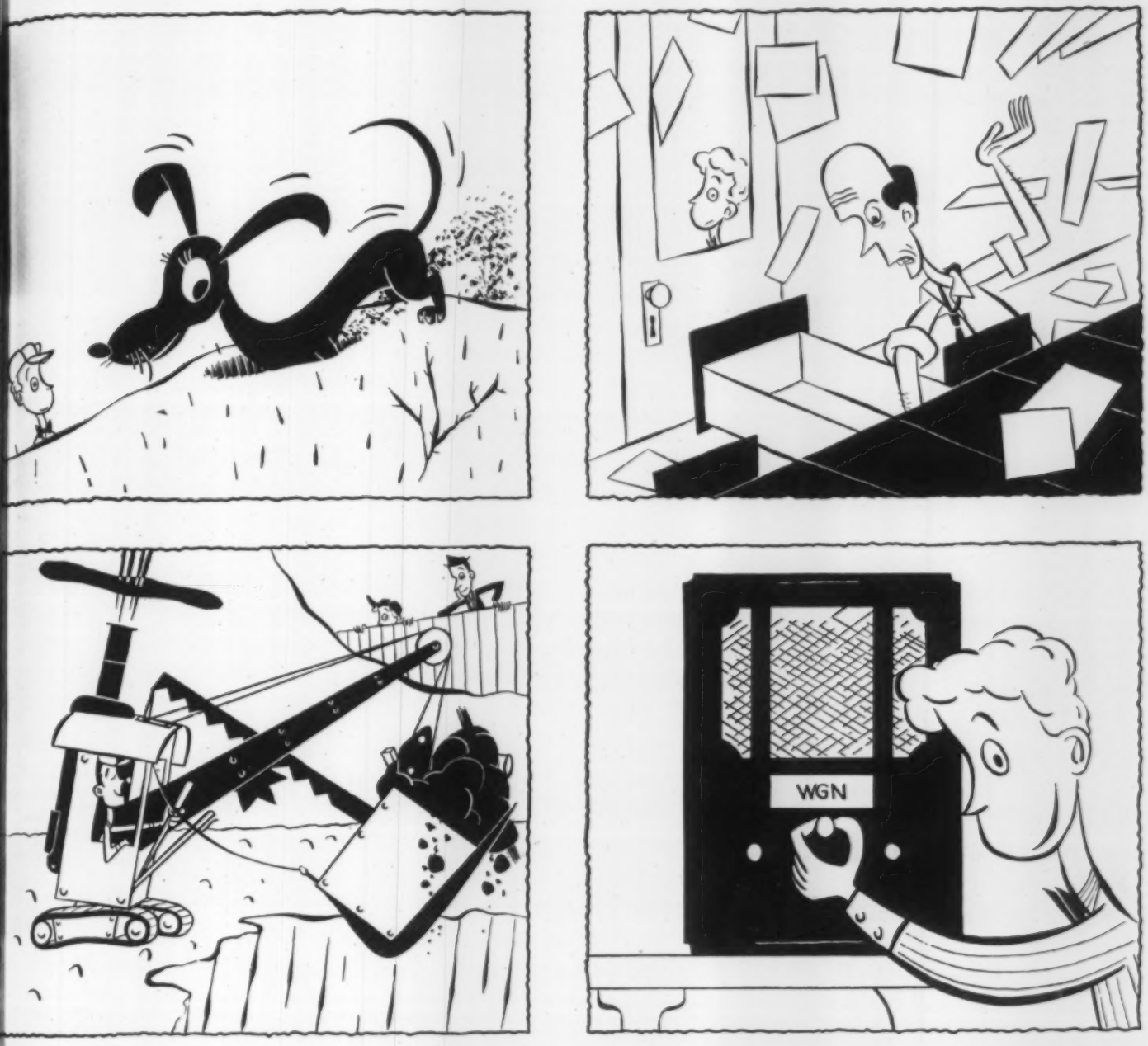
MAURELLA Products Co., New York (toilet waters), has named AW Adv. Inc., New York, as agency. Radio is said to be considered for part of approximate $125,000 appropriation.

Time Change Action B Congress Held Unlike

DESPITE PRESSURE from va ous farm groups to return the n tion to Standard Time, there a peared little likelihood last we that any immediate future acti would be taken by Congress to d turb the War Time setup foster by various war agencies and t Administration. Sen. Taft (R-O introduced a bill to authorize t ICC to discontinue War Time zones where it is no longer nece sary for war production. Sen. Re (R-Kan.) introduced a bill (S-35 to restore Standard Time in Febr ary 1945, rather than six month after the war, as now provide In the House, Rep. O'Hara (R Mich.) introduced a bill (HR-144 to restore Standard Time March

Meantime South Dakota broa casters face the possibility of u set schedules following passa by a 71-2 vote in the House of a bi to return to Standard Time. Th bill, now pending in State Senat was sponsored by farm organiz tions. During the last Congres hearings were held by a subcom mittee of the House Interstate Foreign Commerce Committee several bills and resolutions to r peal War Time, but they died i Committee. At that time farm or ganizations urged repeal of Wa Time, while Government agencie pleaded for retention of the fas time for the duration.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco



Little Elmer says: "You don't need to dig very deep to find out why WGN leads all major Chicago stations in volume of local and national spot business."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

AM
Natural and man-made electrical disturba
can "cut holes" in an AM broadcast p
gram because waveforms of such disturba
have similar modulation characteristics

FM does it—

THROUGH STORM AND NOISE

with clear reception that will build and hold greater audiences

Over a period of a year, more radio receivers are turned off during programs because of man-made and natural electrical disturbances than for any other cause. If your station serves areas where electrical devices produce high noise-levels, if you are geographically located where static is a problem, consider FM. Frequency Modulation will give your listeners vastly improved reception, virtually free from noise — and do it with less transmitter power and reductions in operating costs. Or, with the same power and the same cost, it will enlarge your primary service area.

In order to provide radio reception with low background noise level, the signal strength of an AM broadcast station should be about 100 times stronger than that of the interfering noise or signal. By comparison, an FM broadcast station can provide reception with the same low background noise level but with a signal strength only about twice that of the noise level itself.

Consider, for example, the case of the 1-kw AM station on 1200 kc. With a 400-ft half-wave antenna overlooking flat country and where conditions of ground conductivity are average (3×10^{-14} EMU) this station can generally provide its radio audience with satisfactory noise-free service over the following approximate effective areas:

AM Service	*Range*	*Coverage*
Day	22 miles	1520 square miles
Night	10.5 miles	346 square miles

Compare this performance with the virtually interference-free reception that a 1-kw FM station can provide over the same terrain, using a 2-bay circular antenna 400 feet high:

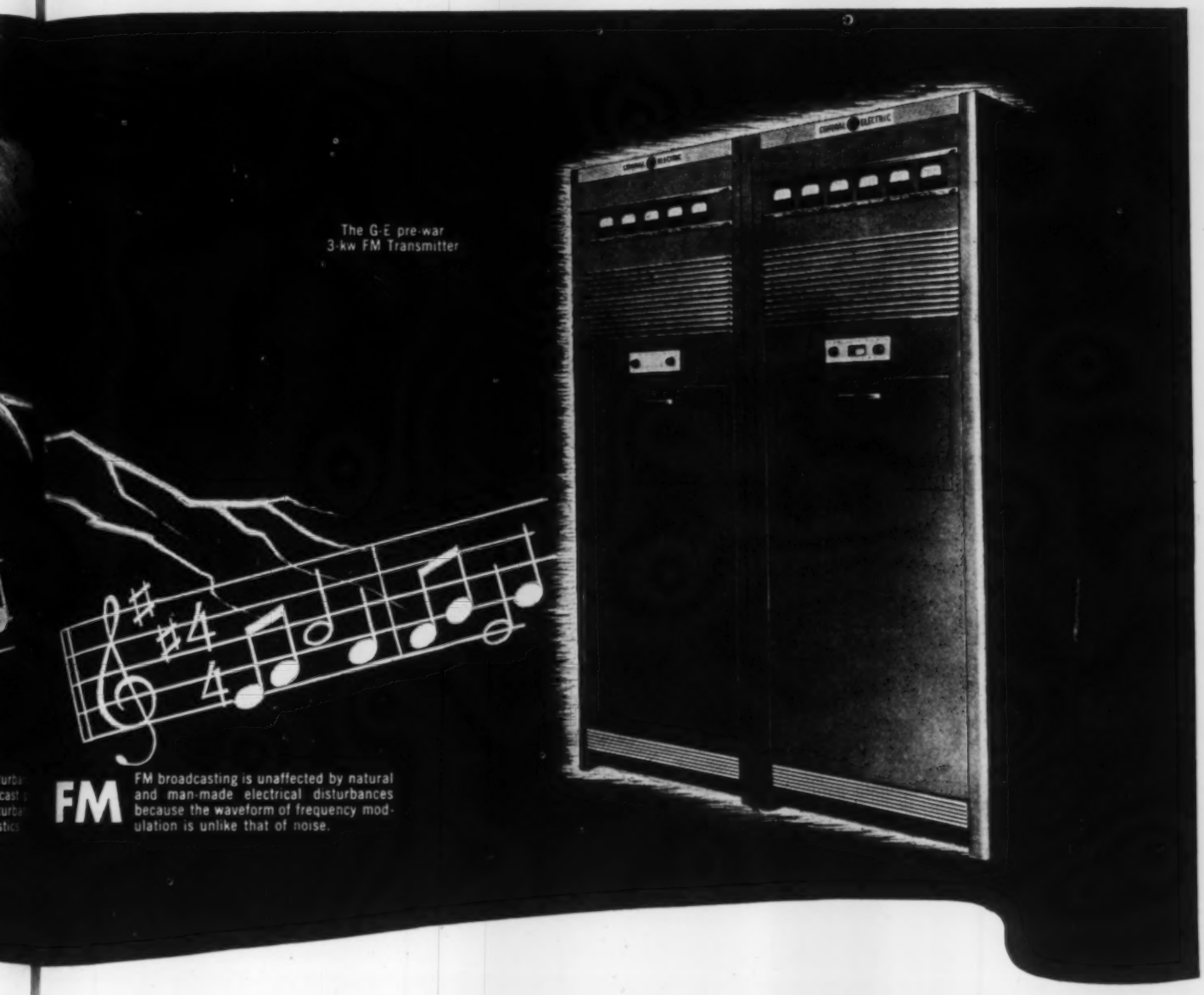
FM Service	*Range*	*Coverage*
Day and Night	43 miles	5800 square miles

Performance like this provides better service. Service like this builds larger audience and greater advertiser interest.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-01-6914



The G-E pre-war
3-kw FM Transmitter

FM FM broadcasting is unaffected by natural and man-made electrical disturbances because the waveform of frequency modulation is unlike that of noise.

Look to General Electric when you plan your FM station. G.E. is the one radio manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of today's half-million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their record. G.E. operates its own FM proving-ground, station WGFM, at Schenectady. For information on General Electric FM broadcast equipment, write: *Electronics Department, General Electric, Schenectady 5, N. Y.*

ESTABLISH A PRIORITY ON DELIVERY OF YOUR FM EQUIPMENT. Write for your copy of the "G-E Equipment Reservation Plan" which tells you about General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

50 FM BROADCAST STATIONS ON THE AIR
OVER 300 APPLICATIONS PENDING

FM DOES IT—

FM multiplies your effective coverage day and night.

FM gives your audience programs with lower background noise.

FM minimizes station interference on your frequency.

FM contributes to the economy of your broadcasting system.

General Electric's FM equipment will include revolutionary circuit developments, new component designs, and improved layout features that will contribute directly to the quality and economy of your broadcasting system.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

Sold in Cuba...?

National Advertisers know the answer . . .

They use the proven network*

RHC CADENA AZUL

RHC Cadena Azul

*Cuba's only network affiliated with CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

Agencies

ABBOTT KIMBALL, president of Abbott Kimball Co., New York agency, is in Los Angeles for conferences with Blaisdell Gates, vice-president, and to set up a West Coast radio department. Firm services the Colonial Dames Corp., Los Angeles (cosmetics) account.

McCANN-ERICKSON, New York, has opened an office in Bogota, Colombia, under management of Reinaldo D. Verson, who joined the agency's foreign department last October.

PAUL PHILLIPS, producer for Ted Bates Inc. on NBC *Kay Kyser's College of Musical Knowledge*, has been appointed the Hollywood manager of the agency with temporary headquarters at 1637 N. Vine St. Ted Bates, agency president, has returned to New York headquarters. William Stuhler, agency New York vice-president in charge of radio production, returns to New York in early February. Colgate-Palmolive-Peet Co. (Palmolive soap, dental cream) sponsors the half-hour quiz series.

ROLAND HAUCK, production manager of the San Francisco office of J. Walter Thompson Co., New York, has joined the copy department in the New York office. Mr. Hauck's work on the West Coast has been taken over by Harrison T. McClung, vice-president and assistant Pacific Coast manager.

HAROLD LEVINE, released from the Army and formerly with Franklin Bruck Co., New York, has joined Herbert Chason Co., New York, in an executive capacity.

JOE BALABER, former publicity director, E. B. Marks Music Corp., New York, has joined David O. Alber Assoc., New York, as account executive.

F. WILLIAMS BURNSIDE, former executive vice-president of Arthur H. Fulton Adv., has joined Norman D. Waters & Assoc., New York, as an executive upon his return from three years service with the Royal Air Force.

FRANK FAGAN, vice-president and contact supervisor of Young & Rubicam, New York, has been appointed to the executive committee and to the administrative staff of the agency.

IRVING MANSFIELD, former producer at J. Walter Thompson Co., New York, has joined the Biow Co., New York, to work on the Phil Baker and Milton Berle shows, both sponsored by Eversharp Inc., Chicago, on CBS. Mr. Mansfield also has been a personal press agent for Fred Allen.

IRVIN GRAHAM, formerly on the copy writing staff of Scott & Bowne Mfg. Co., New York, and previously on the advertising and promotional copy writing staff of Schwab & Beatty, New York, has joined SESAC, New York, in charge of advertising, promotion and publicity, a new position. Prior to his association with Schwab & Beatty, Mr. Graham was a partner, account executive and head of the copy staff of Carver & Brown Adv., New York.

MAXINE KEITH, former radio director of Caples Adv., New York, has been appointed national director of radio for the American Women's Voluntary Services, replacing Stella Unger, resigned. Miss Keith continues as radio consultant to the agency.

EDWARD F. THOMAS, director of public relations, Geyer, Cornell & Newell, New York, has been elected a vice-president.

ALLAN MELTZER, head of Allan Meltzer Inc., New York, public relations agency, is in Hollywood to open a branch office to service West Coast accounts.

AUGUSTO GODOY, former partner and president of Mestre & Godoy, Havana, Cuba, and Fermin P. Cross, former chief copywriter of the same agency, have opened a new agency, Godoy & Cross in Havana at Prado 51.

LT. COMDR. LOUIS W. MUNRO, USNR, released from active duty, has rejoined Doremus & Co. as an executive in the New York office. For many years in charge of the Boston office, Comdr. Munro was given a leave of absence in 1942 to accept a commission in the Navy.

JOSEPH L. PALMER, executive vice-president of Foreign Adv. & Service Bureau, New York, on Feb. 2 leaves on a three-month trip to South America to work on client's postwar plans. Latin American accounts using radio include Radio Engineering Labs., New York; Admiral Corp. and Westinghouse Electric International Co., New York. Mr. Palmer is expected to return to New York sometime in May.

L. H. GROSS & ASSOC., Chicago agency, has moved to 185 N. Wabash Ave., Chicago, 1. Telephone remains Dearborn 6717.

OPEN HOUSE was held at the Essex House in New York recently [illegible] T. Frank Smith (l), owner of KXYZ Houston and KRIS Corpus Chris[illegible] Others in order are: Edgar P. Small, Ted Bates Inc.; Thomas H. Lyn[illegible] Donahue & Coe; Marcia Knapp, MacFarland, Aveyard & Co.; Peter[illegible] Kurtzer, Bulova Watch Co.; Bergi Boe, MacFarland, Aveyard & C[illegible] Oliver Presbrey, BBDO; MacDonald Dunbar, Ted Bates Inc.

SEIDEL ADV. Agency will reopen Feb. 5 with offices in the Times Tower Bldg., Times Square, New York. Robert Seidel, president of the agency, has been on special duty with the U. S. Coast Guard aboard his craft Penguin. When that branch of coastal duty was abolised, Mr. Seidel joined Billboard Pub. Co., New York, from which he will resign Feb. 2. His agency had formerly been in Washington, D. C.

MICHEL S. JAMBART, associated with Selim, Jambart & Fils, Aleppo, Syria, will give an overall picture of trade and economic and advertising conditions in the Middle East at a luncheon of the Export Adv. Assn., at the Belmont-Plaza Hotel, New York, Jan. 31.

HAROLD WARNER Co. advertising agency has been formed by Harold J. Warner at 432 M. & T. Bldg., Buffalo, to serve the same accounts Mr. Warner served while associated with the Lloyd Mansfield Co., Buffalo. Ruth Cockin has been appointed production manager and Vincent Tartaro is art director.

KENNETH CRAIG, former program director and supervisor of operations of KQW San Francisco, has been appointed radio director of the Chicago office of McCann-Erickson effective Feb. 15.

MANUEL BUSTILLO, former copy writer at McCann-Erickson, New York, has been appointed to an executive capacity to the Mexican subsidiary of Grant Adv., New York.

FRED ELDEAN Org., New York, public relations agency, has opened a Detroit branch in the Penobscot Bldg. with Keeton Arnett as manager and Harold A. Lyon as assistant. Mr. Arnett formerly was a freelance writer; Mr. Lyon was publicity director for the National Cash Register Co., Dayton, O.

PAUL R. FERWERDA, formerly with Marschalk & Pratt Co., New York, has joined Neal Reed Andrews Adv., New York, as executive vice-president in charge, replacing Richard I. Ide, resigned.

WILFRED S. (Bill) KING, vice-president in charge of radio and motion pictures for J. M. Mathes Inc., New York, has been elected a director. Head of the division since the agency was founded in 1933, Mr. King, was previously radio director of H. W. Kastor & Son, New York, and prior to that was on the trade paper copy staff of George Batten Co., New York.

MARTIN WEINSTEIN, timebuyer of [illegible] Mayers Co., Los Angeles agency, has [illegible] signed to handle advertising and sales [illegible] motion for Live Food Products Co., [illegible] bank, Cal. (health foods). Gertrude Ste[illegible] agency radio director, in addition has ta[illegible] on duties of timebuyer.

KANE CAMPBELL, in advertising [illegible] 20 years and formerly with Calkins [illegible] Holden and BBDO New York, has b[illegible] appointed copy chief of Grace & Bene[illegible] Detroit. He is also author of many var[illegible] and musical programs heard over the m[illegible] networks.

GEORGE L. CELLARY, former assis[illegible] director of sales promotion of the Fra[illegible] lin Life Insurance Co., Springfield, [illegible] has joined the writing staff of How[illegible] H. Monk & Assoc., Rockford, Ill.

HOMER P. METZGER, for seven ye[illegible] with the Zonite Corp. as sales and pro[illegible] tion manager and recently chief of natio[illegible] fat and wastepaper salvage campaigns [illegible] WPB in Washington, has joined H. [illegible] Kastor & Sons, Chicago, as an acco[illegible] executive.

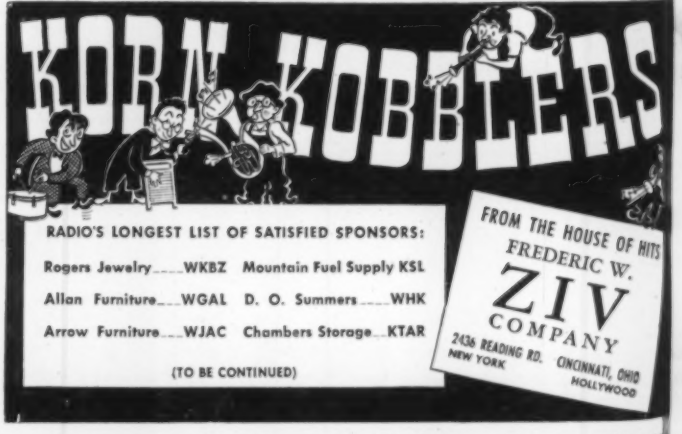
WILLIAM J. BATTERBERRY, forme[illegible] associated with Erwin, Wasey & Co., N[illegible] York, joins Dancer-Fitzgerald-Sample [illegible] an executive with headquarters in Chic[illegible]

ROBERT H. MARSHALL, formerly w[illegible] William Ewart & Son, New York, h[illegible] joined Fuller & Smith & Ross as busin[illegible] manager, a new title.

LT. BEN MILLER, former Young [illegible] Rubicam writer-producer recently nam[illegible] chief of the Research Section, Radio Bran[illegible] Army Service Forces Group, War Dep[illegible] last week was promoted to 1st lieuten[illegible]

Carol Irwin Resigns

CAROL IRWIN, manager of da[illegible] time radio for Young & Rubica[illegible] New York, has resigned from t[illegible] agency, effective March 1. She [illegible] going south for a rest but beyo[illegible] that has no plans. She joined Y & [illegible] in 1935 as a radio copy-writer a[illegible] has since held a number of ra[illegible] posts at the agency.



THE BEST IS YET TO BE . . .

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "*The best is yet to be.*"

COVERAGE 2 PROGRAMS 3 RATE 1 GET ALL 3 ON WDRC

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

MBS Sales Dept. Revises Rate Plan

Kobak Names Buckham East Sales Head for Network

CREATION of a new executive post at Mutual—eastern sales manager—and appointment of Duncan R. Buckham, who has held the same title at the Blue, was announced last Monday by Edgar Kobak, MBS president and general manager, at a luncheon to introduce network executives and to discuss MBS plans and policies with with the trade press under the new management.

Mr. Buckham

Mr. Buckham's appointment brings to a total of five the number of former Blue colleagues Mr. Kobak has brought over to Mutual. In addition to Robert D. Swezey, MBS vice-president and assistant general manager, who attended the luncheon, they include Phillips Carlin, vice-president in charge of programs; Bert Hauser, director of cooperative programs; and Jesse Thompson who, Mr. Kobak said will work with department heads in writing up Mutual network policies.

Indication that Mutual's study of its own network operation, as compared to that of the other networks, may be pointing to a revamping of the executive organization might be found in the creation of the new sales post and in Mr. Kobak's statement that the answers to the question of Mutual's set up may be found to lie "in management". Results of the current study are expected to be made known is a month or six weeks, he said.

Findings of a study on rates will also be completed in about that time. A new rate system the network is now considering "will be the complete opposite of what radio has been raised on," and may revolutionize rates and the methods by which advertisers are charged for broadcasting, he said.

On the subject of research on coverage, Mr. Kobak stated emphatically that the BMB "is a great thing for all of us". He suggested the possibility of giving circulation by states rather than counties, which he said draw too fine a line.

New Sales Plan

Mutual's sales policy is now to sell on the complete network, and four or five accounts have been turned down during the past month on this basis, he said. Salesmen were being instructed to "ignore competition of other media in other fields" in their selling and to concentrate first on selling the idea of advertising, then on type of media and then the network.

A change is being effected in Mutual's commission plan, and will be announced shortly, as soon as the U. S. Treasury Department has given its approval.

The Don Lee video station in Los Angeles can now be said to be a Mutual station as well, he said, reporting on results of conferences while on the West Coast.

"THE WORKS" are given Lewis Allen Weiss (third from left), v... president of Mutual and general manager and vice-president of Don ... Broadcasting System, by old associates on the *Arizona Republic* ... *Phoenix Gazette* in making him honorary member of the mythical R... Order of Sun Worshippers. Occasion was a luncheon of the Arizona C... L to r: Paul Gasser, advertising representative of the Phoenix pape... Publisher W. W. Knorpp; Mr. Weiss; Dick Lewis, formerly with ... newspapers and now general manager of KTAR Phoenix; Jack Ly... managing editor; Fred Myers, advertising manager of the pape...

WIDE PROMOTION PLANNED FOR BOOK

WILLIAM B. ZIFF's book *The Gentlemen Talk of Peace* is slated to receive extensive air promotion, although there will be no specific promotion of the book or its publisher, in a contest sponsored by Ziff-Davis Publishing Co., Chicago, distributors.

Contest centers around a one-time recorded dramatization based on the book, and offered to local stations for broadcast, WNEW New York and WAIT Chicago being the first to take the show. Listeners are invited to write their own peace treaties, Ziff-Davis offering a total of $10,000 in War Bond prizes for the best essay, the awards going to local and regional as well as national winners.

Stations will receive promotion through radio contest display ads purchased by Ziff-Davis in local papers. For ten days preceding the broadcast, they will be supplied with promotional material for interested groups, window displays and posters, and are asked to carry spot announcements building up to the program.

Disc was produced at a reported cost of $4,500 by NBC Recording Division. To be known as "National Peace Treaty Contest," project will be launched around the middle of February.

Airs Experiences

DICK RICHMOND, program director and news chief of WHP Harrisburg, Pa., recently returned from a tour of the western battlefronts of Europe as an accredited correspondent, is making a series of weekly broadcasts on his observations and experiences.

Donohue Is Appoint... As Buckham's Success...

JOHN DONOHUE, Detroit dist... manager of the Blue Network, ... ceeds Duncan R. Buckham as e... ern sales manager of the B... District mana... for over f... years, with he... quarters in ... troit, Mr. D... hue will conti... to clear Pi... burgh and ... troit accounts.

Mr. Donohue

Mr. Donoh... joined the B... as a salesman ... 1939, the exe... tive post following shortly the... after.

Mr. Buckham, who joins Mut... around Feb. 1 as eastern sa... manager, is a veteran radio sa... man, his experience dating ba... to the early days of network ... 1926 when he joined the WE... hookup in New York. One ... the original sales members of t... Blue following the split, he w... made eastern sales manager ... February 1943. He will report ... Z. C. Barnes, MBS vice-presid... in charge of sales.

This is milady's ear ... WSAI's share of Cincinnati's buying power ... and the reason why local department stores buy more time on WSAI than on any other Cincinnati station.

WSAI A MARSHALL FIELD STATION CINCINNATI 2, OHIO

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLI... Home of Camp C...

5000 watts Day, 1000 watts Night 950 kilocycles, Rep. by Hollingbery

For Television Transmission

. . . count on

Western Electric

equipment to lead the way!

Just as soon as final Victory opens the door to post-war progress in television, Western Electric plans an active program of development work as well as manufacture of television transmitters. In this field, as in sound broadcasting, you can be sure of advanced design and highest quality equipment engineered by Bell Telephone Laboratories and made by Western Electric.

Western Electric — Distributed by GraybaR

Buy all the War Bonds you can . . . and keep all you buy!

BACKGROUND FOR LEADERSHIP IN TELEVISION

Back in 1927, Bell Labs and Western Electric transmitted black and white images over wire circuits and also by radio.

In 1929, the first public demonstration of full-color television marked another advance by Bell Labs and Western Electric.

Here is a fanned out section of the latest type of Western Electric coaxial cable—destined for an important place in television networks.

Development work by scientists of Bell Labs will lead to more pioneering advances in television for tomorrow.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

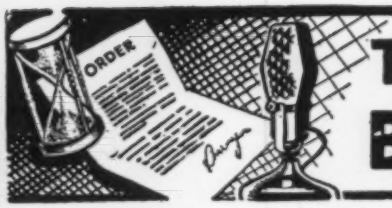
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA



THE Business OF BROADCASTING

Bovril in U. S.

HOME PRODUCTS SALES Corp., New York, selling organization for the Taylor-Reed Corp. products—Tumbo Puddings and Cocoa Marsh Chocolate Syrup—has been appointed to handle sales and distribution of Bovril, a British beef-extract, in the United States. Ruthrauff & Ryan, New York, agency for Taylor-Reed Corp., has been appointed to handle Bovril advertising in the U. S. Radio may be used.

Certainty Sponsors

INLAND MILLS is to sponsor a series of thrice-weekly broadcasts on KRNT Des Moines to advertise Certainty food products. "Certainty Sue" will visit housewives with cash awards for those with that brand's products on the shelves. Music will be provided by four high school girl musicians. Son de Regger Agency, Des Moines, handles the account.

Swing for Fischer

B. FISCHER & Co., New York, through Tracy, Kent & Co., New York, on Jan. 23 started Raymond Gram Swing on WJZ New York, Tuesday and Thursday 7:15-7:30 p.m. for 52 weeks. Commentator now broadcasts on the Blue as a local cooperative feature. Promotion will be for Astor coffee, tea and spices. Firm also sponsors a news commentator thrice weekly on WBT Charlotte, North Carolina.

Video Program

AMERICAN Central Mfg. Co., Connersville, Ind. (kitchen equipment), on Jan. 28 presented a half-hour dramatic-comedy television program on the DuMont station, WABD New York, featuring commercials that contained a complete streamlined kitchen. According to the advertising manager of the firm, other programs will probably be presented from time to time. Show was presented in cooperation with the DuMont station.

Help Wanted Spots

MONTGOMERY WARD & Co., Chicago, on Jan. 15 began a help wanted campaign of quarter-hour shows and spot announcements on WCFL WLS WGN and spot announcements only on WJJD WIND., all of Chicago. Contract for 13 weeks was placed by Foote, Cone & Belding, Chicago.

Candy Spots

BRACH CANDY, Chicago (2 times Pete) started sponsorship Jan. 15 and 22 of a spot announcement campaign for 13 weeks. Contract was placed by Olian Adv., Chicago, WISN WTMJ KUTA KSL KDYL KIRO KJR KOL KMOX KWK KXOK WATR WADC WHKK WGN WHTD WDRC KMBC KCMO.

ECA Plans

ELECTRONIC CORP. of America (radios) has announced appointment of Ray-Hirch Co., New York as agency effective immediately. An extensive radio campaign is now being prepared in connection with promotion of postwar ECA radios.

Local Sponsor Expands on WINN

SUTCLIFFE'S, Louisville (sporting goods), has started sponsorship on WINN Louisville of Raymond Gram Swing, Blue commentator, for 13 weeks. Firm also is sponsoring sportscasts by Harry McTigue in addition to a 6 p.m. newscast by Frederic G. Bauer.

Dry Goods Program

JOHN TAYLOR Dry Goods Co., Kansas City (department store), is now sponsoring *Starlight Rhapsody*, weekly half-hour musical and narrative show, on KMBC Kansas City. Agency is R. J. Potts-Calkins & Holden, Kansas City.

Perfume Tie-in

HENRI MONET Perfume Salon, Atlanta, has started sponsorship of weekly quarter-hour *Love in Bloom* on WGST Atlanta. Heard Saturday 9:30 p.m. program features music and poetry tied in with various perfumes offered by the firm.

Hardt Named Squibb V-P

ROBERT A. HARDT, director of advertising and sales promotion for E. R. Squibb & Sons, New York, has been elected a vice-president.

Women's Retail Study

ASSN. of Women Directors of the NAB is circularizing among its members a questionnaire to determine the extent to which retailers including department stores, are advertising through the programs of the AWD members. Results which will appear in *The Beam*, AWD house organ, will be turned over to the NAB's department of broadcast advertising. AWD members are queried for full details on their programs, including names of advertisers, program content, and method of presenting commercial. On department store advertising they are asked to furnish information on the purpose of the advertising; whether buyers, department heads or manufacturers' representatives were interviewed on the air; and whether the store considered its use of the program successful.

Video Possibilities

DR. JAMES ROWLAND ANGELL, NBC public service counselor, discussed educational possibilities for television Jan. 24 on WNBT New York, NBC video station, addressing students of NBC-Columbia U. television courses. Dr. Angell's talk was part of an hour-long telecast on public service in television. Following a question-and-answer period with the students, Dr. Angell presented "People of the Congo," a film made for classroom use by Encyclopedia Britannica.

Rainier Replaces

RAINIER BREWING Co., San Francisco (beer), on Jan. 23 replaces weekly *United Nation's Forum* on 7 Blue western stations with *Murder Will Out*, audience participation program. Ed McDonald and Eddie Marr as Inspector Burke and Detective Nolan re-enact crime-dramas with four amateur detectives eligible for $50, $25 and two $10 War Bond prizes. Lew X. Lansworth is writer-producer. Buchanan & Co., Los Angeles, has the account.

KOTA News Rewards

EMPLOYING an old newspaper trick, KOTA Rapid City, S. C. is currently paying $10 and $5 for the best and next best news tip submitted by listeners each month. KOTA news editor Don Wilson states that replies to the announced news reporter contest are coming in fast enough to indicate that some rural beats can be scored for his morning newscast.

Muzak Reprint

SUBSCRIPTION Radio Inc., New York, Muzak enterprise proposing a new advertising-free radio service, has reprinted in booklet form the statement made by Joseph L. Weiner, counsel, before the FCC Oct. 12 on allocation of frequencies. Included on separate sheets are two reprints from the *New York Times*—a letter to the editor by William Benton, chairman of the board; and an article "Pig Whistle Radio."

KGVO 14th Anniversary

NOTING the 14th anniversary of KGVO Missoula, Mont., the Columbia Pacific Network paid tribute to the station's birthday during *Meet the Missus*, audience participation show, in which Mrs. Hugh Bader, daughter of Art Mosby, general manager of KGVO took part.

WLIB News Plans

WLIB New York, as part of a move to expand its new department has added the services of Reuters Ltd. to its news coverage, and will increase its news staff and introduce several new programs shortly. Present schedule includes hourly five-minute reports and a daily quarter-hour commentary.

Fifth Bank on WHYN

PEOPLE'S Savings Bank, Holyoke, Mass. has signed for sponsorship of *Tunes Till Noon* on WHYN Holyoke, bringing to five the number of banks sponsoring programs on that station. Copy is institutional.

Quaker Replaces

QUAKER OATS Co., Chicago, sponsors of *That Brewster Boy*, CBS Friday 8:30-9 (CWT), will drop the show March 2 for a new format. Agency is Ruthrauff & Ryan, Chicago.

Committee Carries On

FORMATION of the Independent Citi... Committee of the Arts, Sciences and P... fessions, New York, has been announ... as an outgrowth of the former Indepen... Voters Committee of the Arts and Scie... for Roosevelt, active during the elec... period. In a brochure outlining its a... and program the committee affirms its ... tinued concern in political, social ... international affairs—proposes to cla... political problems, campaign for "p... legislation through publicity via radio ... other media. Among those listed as ... itiating sponsors" are Franklin P. Ada... *Information Please;* Eddie Cantor, N... comedian; Norman Corwin, CBS wri... producer; William S. Gailmor, WJZ N... York commentator; Ben Grauer, NBC ... nouncer; Dr. Frank Kingdon, educator ... commentator of WMCA New York; Pe... Lyon, president, Radio Writers Guild; W... liam Morris, William Morris Agency; ... Orson Welles.

WAJR Mobile Unit

VIA the station's mobile unit, Nor... Knight, general manager of WAJR M... gantown, W. Va., Robert Blagg, engi... and John McCutheon of the station's ... broadcast the first basketball game of ... season played away from home by ... Va. U. at Madison Square Garden, N... York. The WAJR group expect to ... the mobile unit to Buffalo to air the n... game from there.

Kaltenborn Text

FULL TEXT of NBC Commentator H... Kaltenborn's broadcasts during a five-w... trip to Europe November-December 1... has been published in booklet form by ... sponsor, Pure Oil Co. Title is "Eur... 1945—First-hand Survey of the War ... Peace Problems Facing Europe in 19...

Salesman Contest

WHBQ Memphis Announcer Alfred L... has been entered as "air salesman" ... the contest sponsored by the Salesmanag... Club of the Memphis Chamber of Comm... to determine the outstanding salesmen ... various firms. Seven announcers were to... for the entry.

WSPA Special Service

AS A special service to the members ... two local civic clubs, the Kiwanis and ... Lions, WSPA Spartanburg is now presen... ing five-minute news summaries via di... wire from the WSPA studios to the Cle... land Hotel for the weekly meetings of ... two clubs.

WINX Feature

PROGRAM from the traffic control unit ... the Office of the Chief of Transportat... U. S. Army, is scheduled by WINX Wa... ington Jan. 30, 8:15-8:30 p.m. to tell ... story of "how the Army moves it".

CFCY to 5,000 w

CFCY Charlottetown, P. E. I., has b... authorized to operate on 5,000 w day... and 1,000 w night, according to the Ra... Branch, Dept. of Transport, Ottawa.

One Of America's Finer Stations

NO OTHER STATION CLAIMS WBOC'S FULL PRIMARY AREA

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

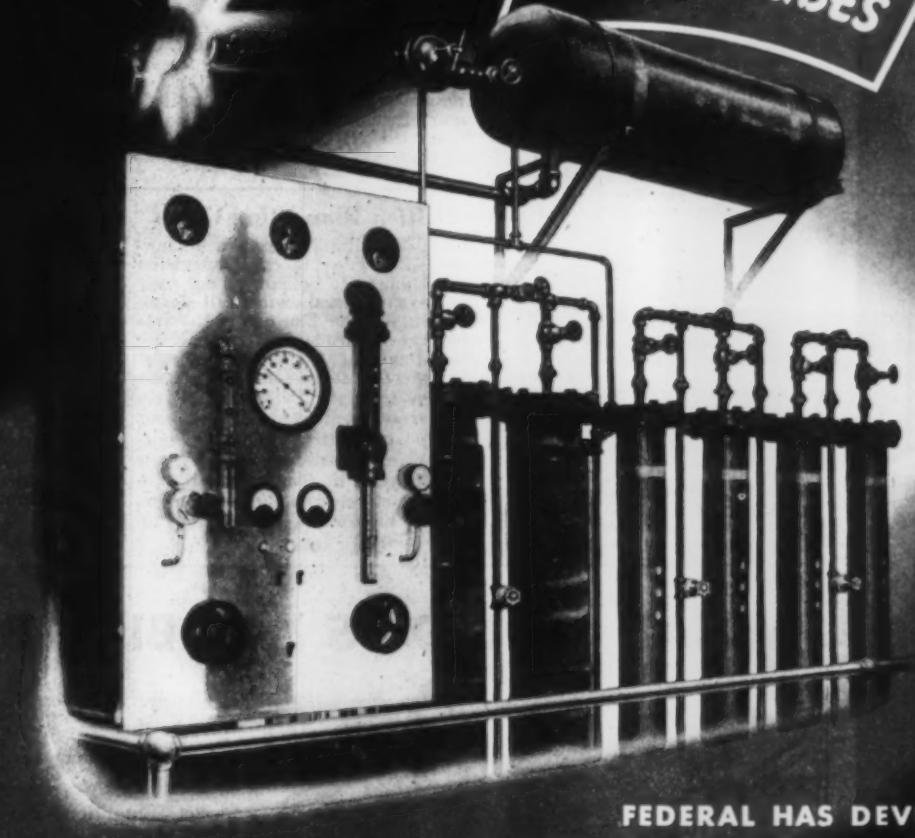
RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

XUM

NO OXIDATION
NO CONTAMINATION
NO MOISTURE . . .

3 MORE REASONS WHY
FEDERAL MAKES
BETTER TUBES



FEDERAL HAS DEVELOPED
THE FIRST NITROGEN PURIFIER

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and *technical understanding* which have earned the reputation that "Federal always *has* made better tubes."

Now is the time to know Federal.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

INVEST IN THE FUTURE — BUY WAR BONDS

BUFFALO'S GREATEST
REGIONAL COVERAGE
WGR
550 K.C.
BUFFALO'S
BLUE
NETWORK
STATION
5000 WATTS BY DAY
1000 WATTS BY
NIGHT
BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

WBYN Will Not Air Foreign Racing Results

WBYN Brooklyn will not substitute racing news coverage from Havana and Mexico for domestic track coverage as anticipated when the racetrack ban was first announced [BROADCASTING, Jan. 1]. Adopting the policy to forego all racing news until the sport is resumed in this country, station has revamped its entire afternoon schedule, introducing full-length news, music and sports programs, with special emphasis on the latter in the evening hours.

Known formerly as the "Minute Station", WBYN broadcast under sponsorship of Armstrong Publications Inc., publishers of tip sheets and track resumes at 12:30 p.m. and 5:30 p.m., and in the interim broke in continuously with racing news flashes, interspersed with one-minute general news flashes, concluding with an 8:30 p.m. resume. Individual programs as well as spot announcements are now offered to regular sponsors. In addition, station plans to cover a local sports event every night. Ted Lawrence, until recently on Mutual's announcing staff, has returned to the Brooklyn station to direct sports broadcasts and announce games.

Sacher Sponsored by Three

PROGRAM featuring Dr. A. L. Sacher, formerly head of the history department of Illinois U., has been secured by Blaine-Thompson Co., New York, and will be placed on WOR New York beginning Feb. 5 on a thrice-weekly quarter-hour basis for three advertisers. Paramount Theatre, New York, will sponsor the commentaries Monday night, by arrangement with Buchanan Co., Paramount Agency; Dolphin Products, manufacturers of woolens, Thursday for an institutional campaign; and Krasdale Foods Inc., Sunday night. Announcer is Frank Gallup.

THESE EXECUTIVES met to discuss details of the new program *America United*, heard Sunday 1:15-1:30 p.m. on NBC. Seated are (l to r). Edward A. O'Neal, president of the American Farm Bureau Federation: William Green, president of the AFL; Phillip Murray, president of the CIO; Albert S. Goss, master of the National Grange. Standing are (l to r): Frank E. Mullen, NBC vice-president and general manager; Eric Johnston, president of the U. S. Chamber of Commerce; Niles Trammell, NBC president; Dr. James Rowland Angell, NBC public service counselor. Series will be available to representatives of these groups.

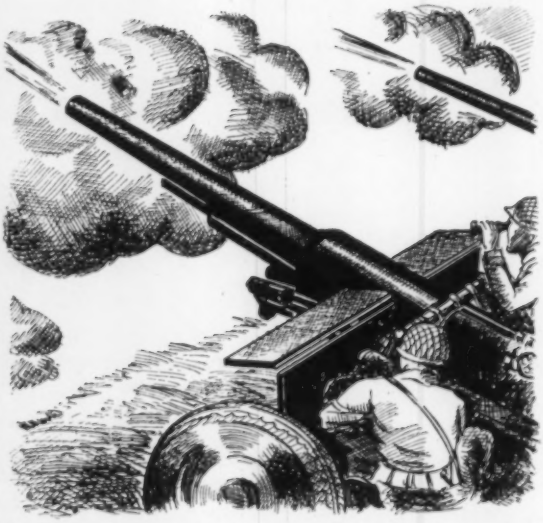
British Plan Film Video

BRITISH film interests are planning a large-scale color television development to be carried out over a 10-year period, with full development of color film within the first four years, trade reports reaching the Dept. of Commerce indicate. Commercial high-definition large-screen television, along with special events, will be reached in about six years, with large-screen television in color developed by the eighth year and a practical solution of stereoscopic projection expected before the end of the 10-year plan.

Miles, Carnation Add CBC

TWO NBC originated programs have added the Dominion Network of Canadian Broadcasting Corp. to their list of outlets. Miles Labs, Elkhart, Ind., sponsors of the *National Barn Dance* through Wade Adv., Chicago, and Coc... field, Brown & Co., Toronto, adde... 26 Dominion Network statio... starting Jan. 6. Carnation C... Milwaukee, sponsors of *Carnati... Contented Hour* through Bak... Adv., Toronto, added 28 Domini... stations on Jan. 8. Both contrac... are for 52 weeks.

WHAT FOLLOWS A BIG BOOM ?



The answer is often . . . silence. But it won't be that way in Roanoke! Southwest Virginia (the Roanoke area) is busy with war work . . . yes. But we're not a BOOM market. Conditions are good and they'll *stay* good.

For instance, take our large rayon factory, now largely producing strategic materials. No reconversion problem *there*, nor in our U. S. Steel subsidiary plant, nor in the Norfolk and Western Railway, with headquarters here. *Most* of our industries expect to continue busy and prosperous.

Only one station—WDBJ—really covers *all* this humming market with its 118,921 "tuned-in" homes. A Class B quarter-hour (once) costs only $30. For further information, ask Free & Peters.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

Yankee Net Starts Year With Backlog

New England Regional Begins Varied Sponsors in 1945

NEW BUSINESS, renewals and an extensive spot schedule will contribute to making 1945 a banner year for the Yankee Network and WNAC Boston, which started the new year with the largest backlog of time sales in its history.

Heading the month of January in the field of new business are:

National Biscuit Co. (Nabisco), *Nine O'Clock News* with Nelson Churchill 9 to 9:15 a.m., Mon., Wed., Fri. in a Mon.-Sat. strip across the board on WNAC WEAN WICC WAAB WLLH WSAR WLBZ WTHT WNLC WEIM WLNH WRDO WCOU WHAI WSYB WHYN WHEB WGAN. Agency is McCann-Erickson.

M. J. Breitenbach Co. (Gude's Pepto Mangan), on WNAC Boston, now sponsors *Tello-Test*, quiz show with Fred Lang, 7:15-7:30 p.m., Mon., Wed., and Fri. nights in a Mon. through Fri. strip. Agency: Roche, Williams & Cleary.

Participations

Shedd Bartush Foods (Keyko Margarine), taking one-minute participations in the Yankee Network News 8 to 8:15 a.m. edition on Tues., Thurs., and Saturday on WNAC WEAN WICC WAAB WLLH WHYN WNLC WCSH WHTD WEIM WLNH WCOU WHAI WSYB WRDO WHEB WSAR WATR WFEA WBRK WLBZ. Agency is Fred M. Randall Co.

Gilchrist Co. (department store), will sponsor Arthur Mitchell's *The Answer Man*, a quarter hour show on WNAC, Mon.-Fri., from 6:30 to 6:45 p.m. Agency is Chambers & Wiswell Inc.

Boston Consolidated Gas Co. starts a new radio schedule on WNAC in *Quizzing the Wives*, featuring Lester Smith as quizmaster and wives from women's clubs in the Boston area. Agency is Alley & Richards Co.

William Wise & Co. sponsors a series of fifteen-minute transcribed shows called *Pictorial History* every Monday, Tuesday, and Wednesday nights from 10:30 to 10:45 p.m. Agency is Huber Hoge & Sons.

Many Renewals

Little Crow Milling (Coco Wheats), renewed their *Happy Hank*, program for children, heard every Monday through Friday from 7:30 to 7:45 a.m. over WNAC WEAN WCSH. Agency is Rogers & Smith Co.

Shell Oil Co. renews its sports and news stanzas, the *Shell Digest* with Nelson Churchill, Thurs., Fri., and Sat. from 6:15 p.m. to 6:25 p.m. over WNAC WEAN WICC WAAB WCSH WFEA WLBZ WLNH WHTD.

Martin L. Hall Co. (Victor Coffee), renewed sponsorship of Fulton Lewis jr. locally on WNAC, Mondays through Fridays from 7 to 7:15 p.m. Agency is John C. Dowd Inc., Boston.

General Tire & Rubber Co. has renewed their variety show, *Thanks to America*, heard every Sunday afternoon from 3 to 3:30 p.m. over WNAC WEAN WICC WAAB WLLH WTHT WHAI WHEB WHYN WNLC WEIM WLNH WCOU WSYB.

P. Lorillard Co. (Old Gold Cigarettes), renewed for the fouth year their participation in the 6 p.m. edition of the Yankee Network News Mon.-Sat. over WNAC WEAN WICC WAAB WCSH WLBZ WFEA WLLH WSAR WBRK WNLC WLNH WRDO WCOU WHAI WSYB WHYN WATR WEIM WHEB WHTD. Agency is Lennen & Mitchell, Inc.

The Dale Carnegie program sponsored by Frank W. Lee Co. 10-10:15 p.m. Wednesday night on WNAC has now added WTHT Hartford, to its schedule.

The Allegheny Ludlum Steel Co., sponsor of the Sunday evening musical show, *Steel Horizons*, 9-9:30 p.m., has added seven Yankee stations to its schedule, effective in January. Complete list now is: WNAC WICC WEAN WAAB WTHT WHYN WNLC WLLH WBRK WEIM WHAI WSYB.

Upton Close, News, presented by the Lumbermen's Mutual Casualty Co., over WNAC and Yankee stations every Sunday evening from 6:30 to 6:45 p.m. has added two more Yankee outlets WEIM and WLNH, making the complete list: WNAC WEAN WICC WAAB WSAR WTHT WBRK WHYN WNLC WCOU WHAI WEIM WLNH WELI WHEB WEIM WLNH.

The House of Herbs and Van Camp's Tenderoni have renewed their series of one-minute participations on Ken and Carolyn's *Yankee Kitchen* program over WNAC WEAN WICC WAAB WTHT WBRK WHYN WSAR WLLH WFEA WCOU heard every Monday through Friday from 2:15 to 2:45 p.m., while Sell's Liver Pate is starting a new participation series on this program.

Sign for Spots

Quaker Instant Oats, Mon.-Sat.; Plough Sales, Mon.-Sat.; Wassell Organization Produc-trol, Mon., Wed., Fri.; McIlhenny Co. (Tabasco), Wed. and Fri.; W. K. Kellogg Co. (Raisin 40% Bran Flakes), Mon.-Fri.; and Maloney Bros. Nursery, Mon., Wed., and Fri.

New local spot announcements are House of Old Molineaux Wines, Sunday through Saturday, and Hathaway Bakeries, Mon., Wed., Fri.

Spot Renewals

Rockwood Bits, Wed., Thurs., Fri.; Penick & Ford (My-T-Fine), Mon.-Fri.; Lumbermen's Mutual Casualty Co., Tues., Thurs., Sat.; Colgate-Palmolive-Peet (Supersuds), Mon.-Fri.; Waitt & Bond (Blackstone Cigars), Tues., Wed., Thurs., Fri.; and National Oil Products (Admiracion Shampoo), Mon., Wed., Fri.

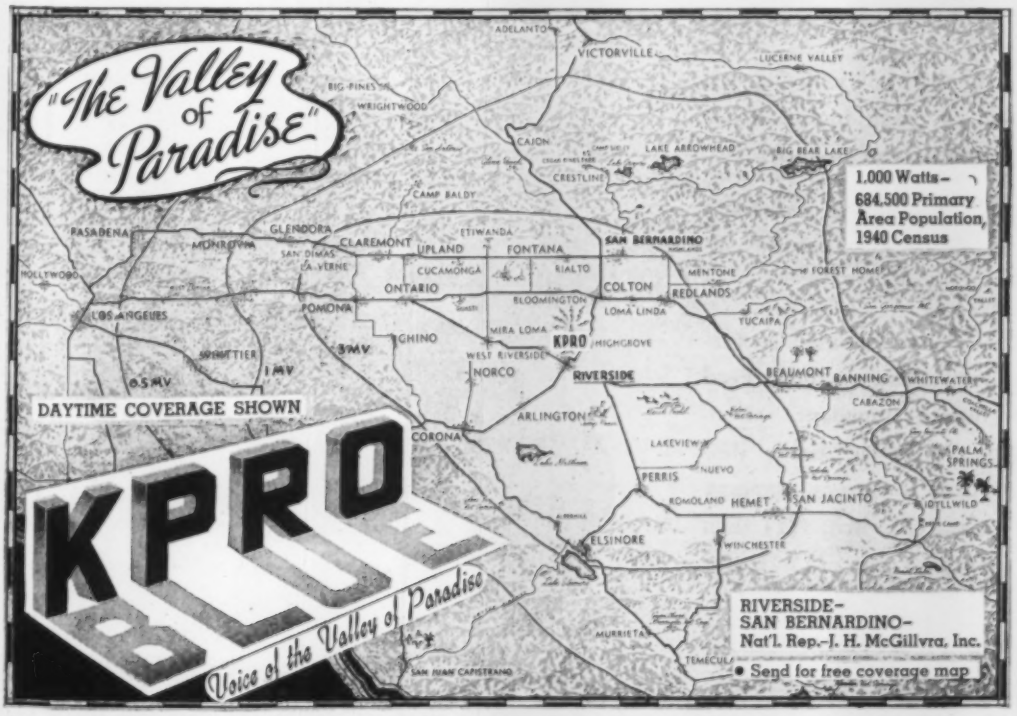
Local accounts renewing their spots are I. J. Fox, Sunday through Saturday, and Hood Rubber Co., every Monday through Friday.

Cold Heyne

AT A party given by his wife for friends and relatives, Norm Heyne, timebuyer for Ruthrauff & Ryan, Chicago, was asked please be sure to wear a coat and tie for the event. When the first guests arrived Norm greeted them dressed immaculately in a tuxedo coat and white tie. But no pants. "My wife didn't specify pants," exclaimed Heyne. The gag backfired, however. As Mr. and Mrs. Heyne were bidding farewell to their friends on the porch, the door slammed, shutting off any entrance to the house. After frantically running around looking for an unlocked window, pantsless in 6 below zero weather, Norm kicked in the coal bin window and so to bed.

New ASF Series

TO INSPIRE more production of desperately needed war materials, the Army Service Forces Radio Branch Jan. 18 started a new series on CBS, *Weapons for Victory*. Designed also to acquaint the public with our superior weapons, the first program featured "the sweetest gun in the world", the 90 mm antiaircraft piece. Pvt. Arnold Perl, former freelance radio writer, is author, with Jerry Divine, director of *Mr. District Attorney* and other shows, donating his services as director. Capt. Robert Weiss, Fort Bliss ordnance expert, is technical advisor. Series is aired 5-5:30 p.m. Thursdays, and is produced by the ASF Group Radio Branch.



COLUMBIA NETWORK

WKBW

1520 K.C.

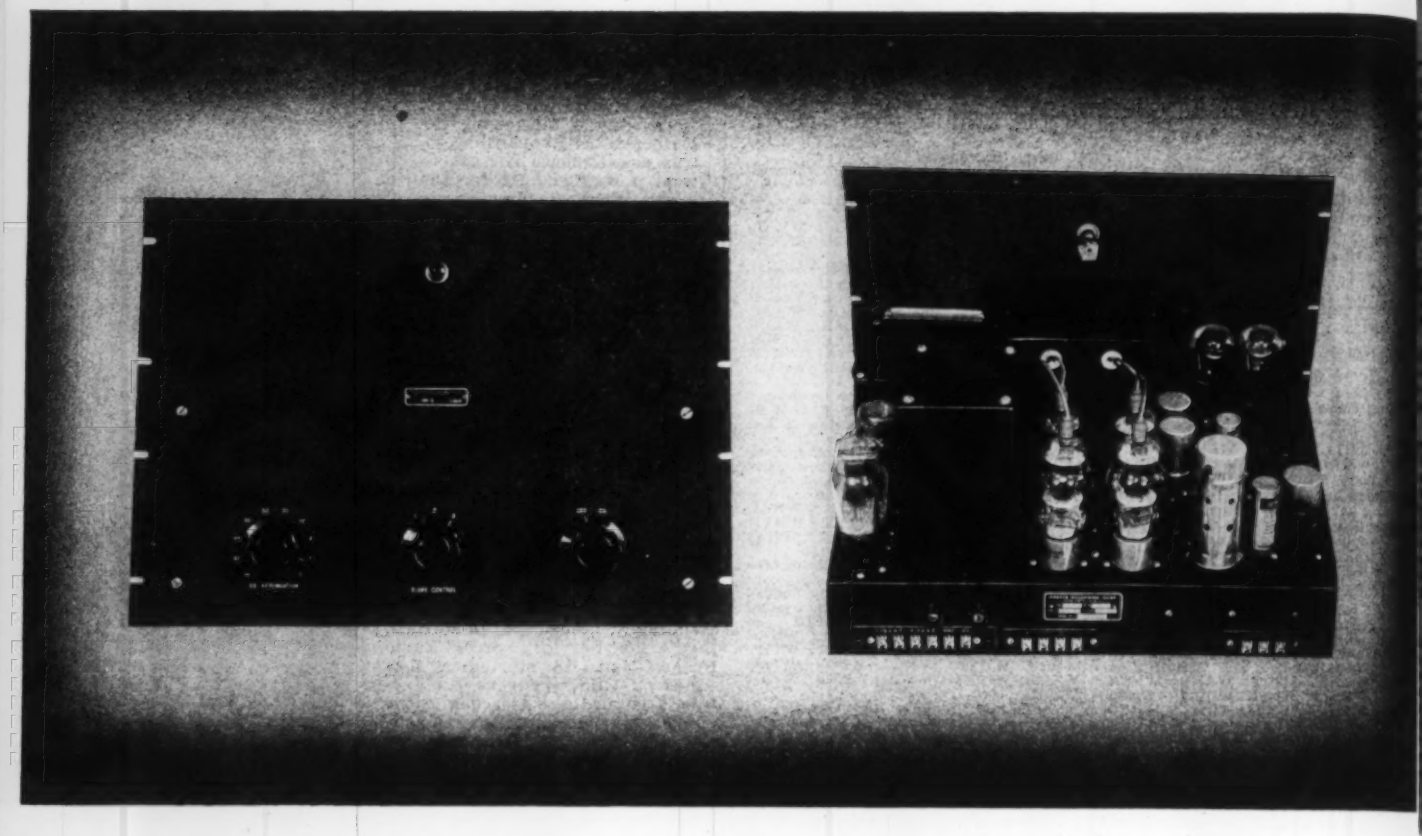
BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.



You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous records. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) "NBC ORTHACOUSTIC" recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.
Walter P. Downs Ltd., in Canada

FCC FREEZE PROCEDURE

XT of the procedure to be fol-ed in handling standard broad-t applications under the Jan. 16 plemental statement of policy announced last week by the FCC ows:

On Jan. 16, 1945, the Commission ed a supplemental statement inter-ing its policy of Jan. 26, 1944.

In order to carry out the policy, ications for new standard broad-stations or for changes in facil-will be handled in the following ner:

(a) *Applications filed prior to Jan. 1945, upon which the Commission taken no action.*—All applications his category will be held in status unless:

(1) The applicant files a petition esting the Commission to proceed h the processing of his application a decision under the Supplemental tement of Policy of Jan. 16, 1945. n receipt of such petition the ap-ation will be processed and if the irements of the supplemental state-t of policy are met and the Com-sion finds that the granting of the lication is in the public interest, onditional grant will be issued.

If the Commission's examination in-tes that the requirements of the lemental statement of policy have been met the application will be gnated for hearing and promptly d on that single issue. If the hear-establishes inability to comply with supplemental statement of policy, application will be denied. Under ion 1.369, FCC Rules, the effect this would be to prohibit considera-of a similar application of the e applicant for facilities to serve the same area in whole or in part for a period of one year.

(2) The Commission on its own motion removes an application from the pending file and designates it for hearing for the purpose of determining issues which in the Commisson's opinion would require a hearing even if no question as to availability of materials and manpower were presented. If after a hearing it appears that such applications could, except for the supplemental statement of policy, possibly be granted, they will be returned to the pending file. On the other hand, if it appears that the record made on the other issues requires a denial, such action will be taken.

(b) *Applications filed prior to Jan. 26, 1945 which have been designated for hearing but no hearing has been held.*—All applications in this category will be retained in status quo and the hearing continued until further notice unless:

(1) The applicant petitions the Commission to proceed with the hearing in the light of the Supplemental Statement of Policy adopted Jan. 16, 1945.

(2) The Commission on its own motion determines that the hearing should go forward for the purpose of determining issues other than those pertaining to the availability of manpower and materials.

After hearing, all such cases will be disposed of in the manner set forth in paragraph (a).

(c) *Applications filed prior to Jan. 26, 1945, in which a hearing has begun but the record has not yet been completed.*—In cases in this category, the Commission will proceed with hearings for the purpose of completing the record. Upon completion of the record the case will be held in the pending file unless it appears that it can be granted under the terms of the supplemental statement of policy, or unless the applicant petitions for a determination on the merits in the light of this policy. Consolidated proceedings involving applications as to which hearings have begun and in addition applications as to which hearings have not yet begun will be treated under this category.

(d) *Applications filed prior to Jan. 26, 1945 as to which hearings have been concluded.*—The Commission will announce decisions in cases which have been heard where:

(1) A grant is possible under the terms of the Supplemental Statement of Policy of Jan. 16, 1945.

(2) A denial is necessary regardless of the availability of materials or manpower.

No action will be taken in cases where a grant would be possible except for the supplemental statement of policy.

(e) *Applications filed subsequent to Jan. 26, 1945.*—All such applications will be processed and determined in accordance with the supplemental statement of policy. If the application meets the conditions of this policy and is otherwise in the public interest, a conditional grant will be made. If the application does not meet the requirements of the supplemental policy, it will be designated for hearing and promptly heard on that single issue. If, as a result of such hearing, it is established that the requirements of this policy are not met the application will be denied. (See Section 1.369 FCC Rules).

3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of Jan. 26, 1944 as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

AD-FREE TELEVISION NEEDED NANCE SAYS

UNTIL a source other than advertising revenue can be found television cannot advance on a large-scale basis even though it has been technically acceptable for some time, J. J. Nance, vice-president of Zenith Radio Corp. stated in a speech before the New York Society of Security Analysis.

Advertisers cannot use television profitably until there is a mass audience, Mr. Nance said, and a mass audience is not possible before continuous good entertainment is assured. As possible solutions he suggested a television wire entering the home and being billed like telephone service or a scrambler device which would necessitate renting unscramblers from the program sponsor.

Philip Morris Extends

PHILIP MORRIS & Co., New York will continue sponsorship of *It Pays To Be Ignorant*, on CBS Friday 9-9:30 p.m. for about four weeks beyond Jan. 26, date set for expiration of current series, while continuing to audition for a replacement. Agency is Biow Co., New York.

IN Boston IT'S
WHDH
850 on Your Radio Dial
5000 WATTS
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

YOUR MARKETS ARE MOVING
South!
We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, Nova Scotia
JOE WEED & CO.
350 Madison Avenue, New York
Representatives

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

DeMille Off 'Radio Theatre' After Losing Court Decision

CECIL B. DE MILLE, director-producer-m.c. of CBS *Lux Radio Theatre*, was not to appear on the Jan. 29 broadcast, having lost his fight against AFRA suspension for non-payment of a one dollar assessment fee. Los Angeles Superior Court judge Emmet Wilson in a 12-page opinion on Jan. 24 denied petition for an injunction to prevent the union suspension.

Mr. DeMille, still refusing to pay the assessment, announced he will carry the fight to the Supreme Court. Meanwhile the suspension order stays and members of AFRA are prohibited from working with him on any radio show.

As BROADCASTING went to press, New York executives of J. Walter Thompson Co., agency servicing the Lever account, were considering several names to replace DeMille on the Jan. 29 broadcast.

Union Within Rights

Judge Wilson in his findings declared AFRA had the right under its constitution and by-laws to levy a $1 per member assessment to oppose the so-called "right to work" proposition on last November's election ballot; also that DeMille, by becoming a member of the union, had made a contract to abide by its regulations. Answering DeMille's contention that AFRA had no right to levy funds to fight an issue a union member might personally support, the court found: No right of suffrage or discussion was interfered with; no member was coerced in his voting by the action of his organization; he could have voted one way, while his share of the organization's money was being used to support the opposite.

Judge Wilson defended AFRA's right to spend the money to fight "right to work" proposition by saying, "I have been unable to find a sustainable ground on which it could be held that a union may not expend its funds for the purposes which its officers consider for the betterment of conditions of its members, as long as it is not used in political activities, and I do not regard such activities as including the support of legislative measures that advance their lawful aims, or opposition to those that frustrate them." He decided specifically that use of the assessment funds did not violate the Federal Corrupt Practices Act.

Claude McCue, executive secretary of Los Angeles chapter of AFRA, said: "In accordance with previous action of the board of directors, Mr. DeMille is still suspended. AFRA's contract with his employers requires that all performers on the radio program shall be members of AFRA in good standing. Until he has been reinstated, AFRA will consider any further appearance by Mr. DeMille in radio broadcasting to be a violation of that contract."

Suspension was originally to have been effective Dec. 11, but had been held up because of a temporary order granted by Judge Wilson pending outcome of the suit.

KSFO Granted License

PETITION of KSFO San Francisco requesting cancellation of hearing on its application for license renewal was granted by the FCC last week. The Commission at the same action granted KSFO license on a regular basis. Hearing had been set relative to the duopoly order as Wesley I. Dumm, president and major owner of KSFO, also held controlling interest in KROW Oakland. Sale of his KROW interest to Sheldon F. Sackett, Oregon publisher and station owner, and Philip G. Lasky, KROW general manager, was authorized last December [BROADCASTING, Dec. 25].

AFRS Contest

SCRIPT-WRITING contest, open only to members of armed forces stationed outside continental United States, was announced by Col. Thomas H. A. Lewis, commanding officer of Armed Forces Radio Service, Hollywood, in mid-January. Three best half-hour radio scripts selected from the combined Army-Navy operation, will be produced, as awards, by AFRS with writers granting only one-time radio performance rights. "It is hoped by opening this competition that we stimulate a desire to do creative writing in members of all branches of the service," Col. Lewis stated.

KTRI Transfer Granted

CONSENT was granted by the FCC last week to the voluntary transfer of control of Sioux City Broadcasting Co., licensee of KTRI Sioux City, Ia., from the Tribune Co. to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase of 125 shares common stock (50%) for $17,375. Reason for the transfer is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president. Eugene H. Kelly, president of KTRI, receives 63 shares while John C. and Eugene F. Kelly, both vice-presidents of the Journal-Tribune Co., publisher of the *Sioux City Tribune*, each receive 31 shares. Other half interest in the station is held by Dietrick Dirks, general manager.

Vitrophane Expands

VITROPHANE Corp., New York, having completed a 13-week cycle of advertising for decorative papers on one station in each of 14 cities, is resuming its spot radio schedule in February on an expanded list of 20 cities, using transcribed announcements from 3 to 15 times weekly. Continuing its campaign on some 10 additional Canadian outlets, Vitrophane early in January resumed sponsorship of a twice-weekly transcribed program on CFRB Toronto. Agency is Rubin & Lesser, New York.

Magazine Radio Plan

ASSN. for Promotion of International Understanding, New Y... on Feb. 8 will begin a series of ... minute transcribed spot announ... ments at varying intervals on ... 12 stations throughout the cou... to promote a new publication, ... *Month*, scheduled to be rele... about Feb. 12. Spot campaign ... precede publication of the i... running for about five days. ... ganization is also negotiati... deal to sponsor a five-minute ... news commentator on a New Y... station and an undetermined ... ter-hour program on MBS sho... Agency is H. C. Morris & Co., ... York. Richard H. Roffman, ... merly radio and publicity dir... of Hillman Periodicals Inc., ... York, was appointed last week ... lic relations, promotion and ... director of the magazine.

Y & R Changes

LORIMER B. SLOCUM, dir... of the foreign offices of You... Rubicam, New York, has bee... pointed a vice-president an... Brooks Emory, a member of ... contact staff of the agency, ... been appointed vice-president ... account supervisor. Frank Fa... vice-president and contact s... visor of Y&R in addition to hi... pointment to the executive co... tee and to the administrative ... has also become a member o... plans board. Ralph Butler, a ... producer of Y&R since 1938, ... been appointed daytime produ... supervisor in the radio divisio... will also handle temporarily ... duties of Carol Irwin, manag... daytime radio, following her r... nation the end of next month.

GE Postwar Outlets

A POSTWAR distributing org... tion has been completed by G... Electric Co., Bridgeport, accordi... C. R. Pritchard, general sales ma... of the GE appliance and merch... department, who announced last ... that the revamped organizatio... have about 60 wholesale distrib... outlets for GE household appli... More than 50% of the distributi... lets will be independent whole... Mr. Pritchard said. The GE S... Corp. will continue as the com... distributor of major appliance... about the same number of mark... before the war.

CKCR Kitchener, Ont., is now r... sented by William Wright, Toro...

"Its a WIZE advertiser who uses the Springfield, Ohio Market."
An inquiry Will prove it
WIZE
WEED & CO. National Repres...

Completely Covers the KHQ Vast Inland Empire

Pippins—edible and non-edible varieties. The one from 3,500,000 Apple Trees in this area is one of over 200 crops grown commercially for a $300,000,000 farm income. The other represents an average annual buying income of $2,252 — second highest in the nation.

Pippins. That adequately describes your Sales Reports when KHQ does your selling job. The low cost of a single medium, plus the complete coverage it gives, does the job economically; and KHQ is the only single medium combining complete coverage with one-medium cost.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Today's BEST BUYS
AUDIENCE TESTED FOR DAY TIME BUYERS

A full page of them in the February 5th issue of BROADCASTING on stations

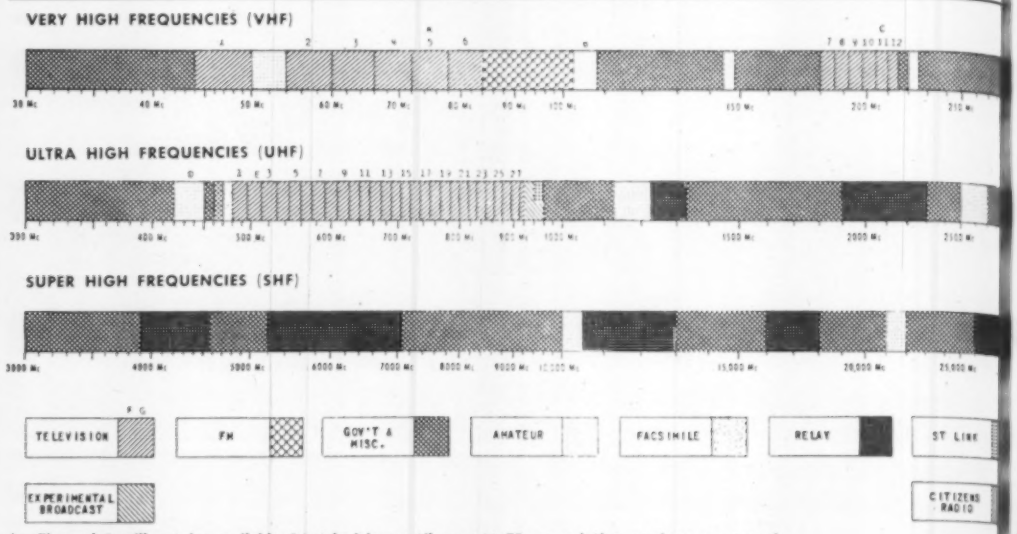
REPRESENTED BY RAMBEAU

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative
WLAC
50,000 WATTS
NASHVILLE

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

FCC PROPOSED RADIO-SPECTRUM ALLOCATION

VHF, UHF, SHF (30-30,000 mc)



A—Channel 5 will not be available for television until present 75 mc aviation markers are moved.
B—Not assigned, pending later determination by FCC.
C—Channels 10, 11 and 12 available for ST link if no interference is given to television stations.
D—Amateur band 420-450 mc, temporarily shared with special air navigational aids.
E—508-524 mc to be used temporarily for air navigational aids.
F—UHF television channel width not specified by FCC. Numbers shown assume 16 mc channels.
G—Low frequency television channels 1, 2, 3, 4, 5, 9, 10, 11 and 12 shared with non-Governmental fixed and mobile services. Channels 7 and 8 shared with Governmental fixed and mobile services.

[Chart Prepared by

RTPB Resolution Explains Its View

Panels Had Access to Vital Data in Spectrum Study

MEETING in New York last Wednesday to discuss the FCC proposed allocations above 25 mc, the Radio Technical Planning Board adopted a resolution emphasizing that its members include engineers "among the most experienced in their profession" and that RTPB panels had access to classified data, on which their respective recommendations were based.

Vary From Original

The proposed allocations varied considerably from recommendations of Panel 2, headed by Dr. C. B. Jolliffe of RCA, particularly with reference to FM. The RTPB had recommended that FM be allocated in the 43-58 mc band, while the FCC proposes 84-102 mc, with the band from 102-108 mc reserved for future allocation. Following is the resolution adopted last week by the RTPB:

The Panels of the RTPB include engineering representation from all interests in the radio industry which can contribute to the discussions and solutions of the problems confronting each panel.

These engineers are fully qualified and among the most experienced in their profession. It is natural, therefore, that they are among those who have been called upon to carry on the research and development necessary to the conduct of the war. Broadly, therefore, they had available to them the classified information necessary to the deliberations of the respective panels (even though they were not permitted to make direct reference to such information). It is the opinion of the RTPB that due weight was given to all pertinent classified information in arriving at the conclusions and recommendations.

Because the membership of the panels was drawn from widely different interests, individual opinions in some instances, of necessity, differ from the broad conclusions reached. However, the weight of the panel's recommendations rests upon the fact that these conclusions are the result of broad experience and the wide representation of its panel membership, and have the support of large majority opinions.

HEARING PROCEDURE

FOLLOWING is text of the FCC Public Notice, outlining procedure for filing of briefs and oral argument in the Commission's proposed allocations above 25 mc:

In the Matter of allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 to 30,000,000 kc, Docket No. 6651.

The Commission has received numerous inquiries concerning who will be permitted to participate in the oral argument in connection with its proposed report in the above matter.

Any person who participated in the allocation hearing will be permitted to file a brief and to argue orally. The oral argument may be presented either by an attorney or by the person who participated in the hearing, whether an attorney or not. Persons who did not participate in the hearing who desire to present comments on the Commission's proposed report may file a brief in accordance with the Commission's Order of Jan. 15, 1945. Oral argument by such persons will generally not be permitted, except that upon a proper showing, requests for oral argument will be granted in special cases.

Persons desiring to support the Commission's proposed report as well as those who desire to oppose it may file briefs and participate in the oral argument.

Women Advertis... Told of Code P...

Barton Stresses Postwar ... Of Medium To Secure Pe...

PROPOSAL that media, ag... and advertisers work out a c... practices and establish an ... priate code authority, thus ... ing any possible need for su... tion by the Government wa... vanced by Charles C. Carr, ... man, Assn. of National Adver... and public relations director, ... minum Co. of America, last T... day at the semi-annual meeti... the Advertising Women of ... York.

First speaker, Bruce B... BBDO president, proposed tw... fields for advertising—re... into and advertising the cau... war to secure world peace, a... vertising about health and ... services. "Health is the mos... cious and worst merchandise... distributed thing in America ... said.

LaMaur Spots

LaMAUR Inc., Minneapolis ... dart Fluff Shampoo), is con... ing an advertising appropria... approximately $25,000 for ... with about $10,000 in radio ... business for the first six m... LaMur sponsors spots on W... Minneapolis starting Feb. 12 ... weeks; KRLD Dallas starte... 15 for 13 weeks; WTCN ... weeks; WDSM Duluth starte... 17 and 17 stations of the ... Central Broadcasting Syste... also be used. Firm is also ... approximately $1,000 in spo... the Los Angeles area beg... Feb. 15 for 8 weeks. Age... McCann-Erickson, Minneapo...

"Lee Carson," writes an editor, "is doing one of the outstanding reporting jobs of this war. From the battle front, essentially a man's world, this girl is filing stories that do credit to INS and to every radio station and newspaper that uses them."

We think so, too. "This girl," however, despite her years, has had long and varied experience in newspaper reporting.

Lee Carson has covered national political conventions. She's had experience as a White House correspondent, at the busy INS cable desk in New York, with the INS London Bureau covering important assignments. Her story as the first American woman to fly over the battle area during the terrific bombardment of German defenses at Cherbourg will be remembered as a high-water mark of graphic reporting.

It was Lee Carson who scored a resounding scoop over all opposition when she flashed the capture of Lt. Gen. Carl von Schlieben, Nazi commander of Cherbourg. She was with the U. S. First Army and painted a vivid word picture of the nearly-successful German counter-offensive in Belgium.

Day by day INS steadily gains favor with news-conscious station managers. Lee Carson and Jim Kilgallen, Clark Lee and Thurston Macauley, Richard Tregaskis and dozens of other INS correspondents overseas have sent a steady flow of spot news and feature stories made to order for radio.

In specialized news and feature writing, INS leads in local, national and world-wide services.

INS

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK 17, N. Y.

"—I wish you'd forget about WFDF Flint just this once!"

ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.

WRGA
Rome, Georgia
MUTUAL

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

MORE FOR YOUR MONEY
KTFI
TWIN FALLS · IDAHO

IRE Debate

(*Continued from page 16*)

evening the IRE joined in a meeting with the American Institute of Electrical Engineers at which the AIEE Edison Medal was presented to Dr. E. F. W. Alexanderson, General Electric Co. consultant, "for his outstanding inventions and developments in the radio, transportation, marine and power fields".

In receiving the award, Mr. Alexanderson, who invented the alternator that made possible the first broadcast, predicted that the postwar era will see homes heated as well as cooled by electricity, ships propelled by electric motors fed from coal-burning gas turbines, and all railroads electrified, using currently undeveloped sources of water power. "Looking beyond this," he declared, "we may hope for the discovery of entirely new sources of energy which will extend the use of electric power."

Capt. J. B. Dow, chief, electronics division, Bureau of Ships, USN, in an address on the Navy electronics program before the joint session, emphasized the necessity for greater standardization of component parts of electronic apparatus, and estimated that the lack of such standardization has already cost the Navy $100,000,000 in this war.

On Thursday morning the annual meeting of IRE was held, followed by reports of the Institute's technical committees. Afternoon session and those on Friday and Saturday were devoted to the presentation of technical papers.

WINS to Crosley

(*Continued from page 13*)

eclipsed all previous marks. The old record was the $1,200,000 paid by CBS for KNX Los Angeles in 1936. Last February, the *New York Times* purchased WQXR and its FM adjunct, WQXQ, for approximately $1,100,000, while WMCA New York, a 5,000 w regional, was sold by Edward J. Noble, Blue Network head, to Nathan Straus and his associates in September 1943 for $1,255,000.

In October 1942, the FCC granted WINS an extension of its construction permit for a 50,000 w transmitter because of circumstances beyond its control. The station had surrendered its 50,000 w transmitter to the Government for "urgent war needs". The unprecedented extension was in recognition of the station's cooperation with the Government, since it surrendered the transmitter virtually after its installation had been completed. By virtue of this action, the station was assured of reinstatement of the 50,000 w power—maximum permitted—as soon as the war emergency is over and equipment is available.

Hearst Radio, in addition to WINS, now owns or operates WBAL Baltimore, WCAE Pittsburgh, and WISN Milwaukee.

Delorain, Labin Describe How Pulse Time Modulation Is Used

APPLICATIONS of the new system of radio transmission, pulse time modulation, adapted to transmission of several sound programs on the same frequency from the same point of origin, and capable of combining full color or black and white pictures with sound in the same channel, were described last week in a statement by E. M. Delorain, director, and his associate, E. Labin, of Federal Telephone & Radio Corp., affiliate of International Telephone & Telegraph Corp., New York. Federal Telephone engineers have been working on development of the system for the past nine years.

Shift toward higher radio frequencies, just announced by the FCC, Mr. Delorain said, "indicates clearly that new forms of radio modulation specially adapted for transmission in the higher frequencies will find their place in radio systems in the comparatively near future."

PTM differs essentially from conventional systems in that it transforms all programs into one series of signals which appear to be identical and in the form of sharp pulses of current. Timing of pulses varies just enough in accordance with speech or music transmitted, to be capable of reproducing a station's program with the highest quality through a receiver with new devices which are sensitive to the timing of the pulses and not their strength.

Contrary to the old system, the statement explains "one single radio station can transmit at the same time. . . Twelve different programs interwoven in time and received in the radio set simultaneously." Before being converted into sound, the programs are reselected, without retuning, by a simple movement of a multi-position switch in the receiver.

Concerning future applications of the system, the statement pointed out that "many towns in America have only one or a few buildings suitable for the installation of antennae broadcasting the ultra-high frequency band. The new system provides the missing link to solve this problem in the future as all programs originate from the most satisfactory location."

Projecting uses for PTM in ultra-high frequencies in the postwar era, Federal Radio claims PTM is "essentially adapted to multi-channel communication over the beamed radio links with repeaters which are expected to span new communication channels around the world."

New system was described previously by Mr. Delorain and Mr. Labin at a recent scientific meeting of the Institute of Radio Engineers at Rochester, N. Y. and is described in full in a reprint of IT&T's technical journal, *Electrical Communication.*

Embassy Surveys

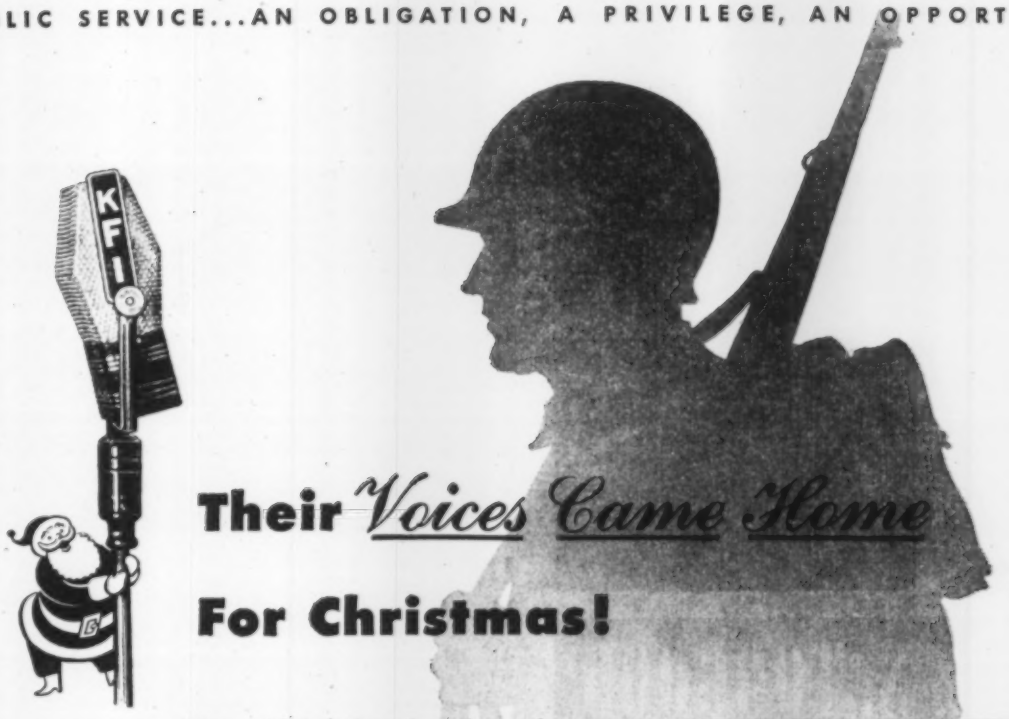
THE STATE Dept. is going to request American Embassies in all principal foreign countries to conduct a survey of all forms of telecommunications facilities including broadcasting so as to supply information to interested Government agencies, primarily the State Dept., Army and Navy, Commerce, FCC and CAA, in order to aid them in supervision of international communications. The information also will be used to help manufacturers on proposed equipment installations abroad. The State Dept. has had several inquiries from foreign governments about telephone and radio equipment which, although of a postwar character, are being forwarded to manufacturers through the Commerce Dept. since it is thought they may require immediate attention to avoid breakdowns in their communications facilities.

Seek Wilkes-Barre C[P]

FIFTH application for facilities 1240 kc 250 w unlimited time Wilkes-Barre, Pa. was received FCC last week from Baron Broadcasting Co., partnership comprised of Lou Poller (25%), treasurer and 49.6% owner of WARM Scranton; George E. Miller (25%), former CAA attorney, and J. M. Honigman (50%), former State securities Commission attorney. Poller, released by the Marines in December, was formerly sports commentator over WGBI Scranton, WHN and WNEW New York. Petition of Wilkes-Barre Broadcasting Corp. to dismiss its application without prejudice for Wilkes-Barre assignment was granted Friday by the Commission. John H. Stenger Jr., is applicant for regular license for WBAX which operates with 100 w unlimited time on 1240 kc. Further consolidated hearing has been ordered on case Jan. 31 in light of the FCC supplemented freeze policy of Jan. 16.

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THE HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES Over $100,000,000
Write Us Today for Our New Informative Folder
TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York · Chicago · Philadelphia

PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY



Their *Voices Came Home* For Christmas!

We couldn't bring them home in person... so we did the next best thing by recording greetings of hundreds of Southern California service men overseas. In this way many families had the greatest "surprise package" of all by tuning to KFI on Christmas Day.

Yes... from Europe... from the South Pacific... from Alaska... from South America... from a dozen battle stations over the globe Southern California sons and daughters were sought out by KFI representatives to send a Christmas message to their folks at home.

Such local programming in the interest of public service has long guided KFI's operation ...has long been the reason for KFI's undisputed leadership in Los Angeles.

NOTE: A telephone recall survey showed that KFI's audience for this Christmas Day observance was equal to that of all other fifteen Los Angeles stations combined... was four times that of the second ranking station.

"Merry Christmas from Overseas"

To make this Public Service Program possible, KFI went Christmas shopping early. For many weeks prior to Christmas Day, the voices of Southern California G.I. Joes and Janes went into recording "mikes" throughout the various Theatres of War. Many of these transcriptions were then flown to Los Angeles by the Air Transport Command... others were shortwaved to KFI and recorded for rebroadcast.

From 6 A.M. until midnight on Christmas Day, KFI cleared time in every local program... and all commercial station breaks were cancelled... so that Southern California families might hear these Christmas messages from overseas. As a memento of the occasion, individual recordings were sent to the family of each boy or girl whose "voice came home for Christmas."

KFI... NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE *—packaged and shipped from Chicago.*

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

JUST AFTER they got the bird! Guests of Hub and June Jackson, ti buyers, Russel M. Seeds Co., Chicago, gather with their host and hos for a picture after the second annual pheasant dinner given Chica radio station representatives on Jan. 17 at the Illinois Athletic C Left to right: Hub Jackson, Jim McEdwards, Bill Reilly, John Bl Mac Ward, Rudi Neubauer, Cape Bradford, Curley Hayes, Walter Ten Mrs. Jim McEdwards, George Hollingbery, Esther Broderick, Geo Hahn, Mrs. Walter Tenney, Dick Kopf, Mrs. Mac Ward, Mrs. Bill Re Mrs. George Hollingberry, Mrs. John Blair, June Jackson, Pearl V Mrs. Curley Hayes, Mrs. Cape Bradford.

Daniels May Take Early's Position

AN IMPORTANT change in the White House secretariat, which might see Stephen T. Early return to private enterprise—possibly in the motion picture or radio fields—was speculated upon last week as Jonathan Daniels, one of the five administrative assistants to the President, temporarily took over Mr. Early's desk as press and radio secretary.

Mr. Early, slated for a trip to the European theatre to counsel with Gen. Eisenhower's public relations men on news handling, has been mentioned as a possible candidate as paid president of the NAB. It is known his candidacy is being espoused to succeed J. Harold Ryan, interim president, and also that he has received a number of offers in other fields. He was with Paramount before he became the President's secretary at the beginning of the first term. Before that Mr. Early was a top-flight correspondent for the AP in Washington.

Mr. Daniels, son of Josephus Daniels, Charlotte publisher, is being groomed for the Early post, it is reported, in the event the latter leaves. Whether the President will release Mr. Early is conjectural. It is doubted whether that would occur before V-E day, in any event.

In the European theatre, Mr. Early will meet with his long-time friend Capt. Harry C. Butcher, USNR, former CBS Washington vice-president. Capt. Butcher is aide to Gen. Eisenhower and since D-Day has been handling special public relations and radio assignments as added duties.

Reports that Mr. Early might accept the existing vacancy on the FCC created by the retirement of Comdr. T. A. M. Craven, were discounted. It is believed if he leaves the White House it will be to return to private business.

ELLIOTT ROOSEVEL NOMINATED GENER

ELLIOTT ROOSEVELT, sec son of the President, whose no nation for promotion from col to brigadier general was sent the Senate last week, will achi the highest rank held by a milit man with a private radio b ground, when that promotion is c firmed.

Col. Roosevelt, entering the Ar on his 30th birthday on Sept. 1940, had been president of Texas State Network and had b ownership interests in KFJZ F Worth and other stations of group. Subsequently, however, relinquished those holdings to former wife, Ruth Googins Roo velt Eidson.

Nine years ago Elliott—then his 20's (he is 34 now)—first v vice-president and then president Hearst Radio. He also served stint as a Mutual commentator. also undertook a nationwide r work project — Transcontinen Broadcasting System—which v tually died aborning.

With his promotion, Col. Roo velt will attain the rank achie by Brig. Gen. David Sarnoff, p ident of RCA and chairman NBC, now on inactive duty. Roosevelt has been in the war t atres as a photographic reconn sance officer and has been awar the Distinguished Flying Cross in May 1944 was made a c mander of the British Empire der for his photographic work.

RCA Worldwide Plans

RCA VICTOR Division of R will represent manufacturers in ternational distribution of n competitive products following war, RCA announced last we Plans to expand the number of f eign offices to include worldw service are now in formation. present, RCA has selling offices Canada, South America, Engla India and Australia, and vari branches and subsidiary compa covering 120 countries and ter tories. The merchandise, which cludes household appliances, not be sold in this country.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

BUY WAR BONDS

Fly in WOW Case As Special Counsel

Former FCC Head to Argue Before Supreme Court

PARTICIPATION of James Lawrence Fly, former FCC chairman, in the Supreme Court case involving WOW Omaha was confirmed last week following Mr. Fly's visit to Omaha to gather data for the preparation of a brief. It is expected Mr. Fly will argue the case on behalf of the Woodmen of the World Life Insurance Society, as well as Radio Station WOW Inc., probably to come before the court next month.

Writ Granted

The Supreme Court last December granted a writ of certiorari to review the proceedings involving the question of the right of a state court to set aside a grant of the FCC [BROADCASTING, Dec. 18]. In December 1942 the FCC had approved the unusual lease arrangement whereby Woodmen of the World transferred the station to John J. Gillin Jr., manager and president of the new operating company, and a group of associates. Dr. Homer H. Johnson, of Lincoln, Neb., a Woodmen member, filed suit to enjoin the transfer, which subsequently was upheld by the State Supreme Court.

Mr. Fly left the Commission's chairmanship on Nov. 15 and established law offices in New York. He did not file the original petition for review, however, but will participate as chief counsel on the Society and WOW joint brief, as well as in the presentation of argument.

The court, in granting certiorari, requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Section 237 (b) of the Judicial Code, and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record.

Cocilana Sues

COCILANA Inc., Brooklyn, which claims that it started using the trade name of Cocilana Cough-Nips before 1938, in a petition in U. S. District Court has charged Ludens Inc., Reading, Pa. with unfair trade practices in the use of the name "Cocillana" for a Luden cough drop, introduced in 1944. Both firms use the term in spot radio campaigns for cough drops. Cocilana Inc. schedule, placed by Al Paul Lefton Co., New York, runs on 70 stations at its peak. Luden's, which also promotes Luden's menthol and honey licorice cough drops, started last September on 140 stations through J. M. Mathes Inc., New York.

KVOO Public Service

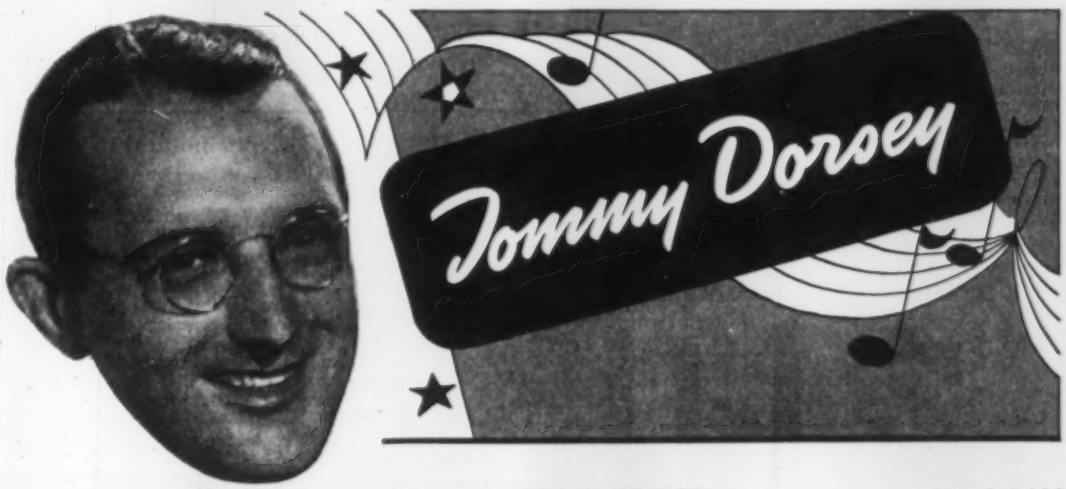
TITLED *Inside Radio*, KVOO Tulsa, Okla., on Jan. 13 began the first in a series of 52 weekly programs designed to acquaint listeners with some of the mysteries of broadcasting. Program is allied with radio's 25th anniversary.

BLUE PLANNING & Advisory Committee which met in New York Jan. 16-18 included: (l to r, back row) Robert Kintner, Blue vice-president; Stanley Florsheim, manager of Blue co-op department; Keith Kiggins, Blue vice-president; W. B. Stuht, KJR commercial manager; John Norton, manager, Blue stations department; C. P. Jaeger, Blue general sales manager; Don Searle, general manager of Blue western division; Fred Smith, Blue director of advertising and promotion; Harold Hough, general supervisor of KGKO; E. R. Boroff, vice-president. Second row, standing: C. T. Hagman, manager WTCN; Paul Mowrey, manager of Blue television; Hubbell Robinson Jr., Blue vice-president. Seated: William A. Riple, manager, WTRY; W. C. Rochman, manager, WCOS; Mark Woods, Blue president; Henry P. Johnston, manager, WSGN; H. Allen Campbell, chairman of the committee and manager of WXYZ; W. D. Pyle, manager of KVOD; Edward J. Noble, chairman of Blue Network; Chester J. La Roche, vice-chairman.

Radio's Public Service Aided by Sponsorship

NILES TRAMMELL, NBC president, outlined new horizons of radio broadcasting last Friday before the Queen City Club in Cincinnati, taking occasion to laud two of NBC's clients in that city—WLW, NBC outlet, and its owner, Powel Crosley Jr., president of the Crosley Corp., and Procter & Gamble Co. which he said broadcasts 38 shows a week on the network. "P&G may mean soap to most people but it spells bread and butter to us broadcasters," he said.

In the United States the public is indebted to the advertisers of the nation for a free radio and for the American System of Broadcasting and, he added, it is revenue derived from sponsored programs which enables stations and networks to present many thousands of non-commercial programs as a public service, two points that have been emphasized frequently in his past speeches, and by NBC in institutional announcements on the air.



"The sentimental gentleman of swing," T.D., before forming his own famous band, played his trombone with many top orchestras, including 22 major ones in one twelve-month period! Dorsey is often called the "starmaker," for from his ranks have come Frank Sinatra, Jo Stafford, Sy Oliver, Ziggy Elman, and many others.

I DREAM OF YOU	Vic 0-1608
EL RANCHO GRANDE	Vic 26370
MARCHETA	Vic 26628
OH! LOOK AT ME NOW	Vic 27274
EVERYTHING HAPPENS TO ME / WAT'CHA KNOW JOE	Vic 27359
LET'S GET AWAY FROM IT ALL	Vic 27377
THIS LOVE OF MINE	Vic 27508

These are but a few of the more than 50 BMI-licensed titles recorded by T.D. See DISC DATA for the complete listing from which to build all-Dorsey programs.

BMI

NEW YORK CHICAGO HOLLYWOOD

WJZ Names Hade Chief Of New Program Dept.

A NEW program department has been set up at WJZ New York under the direction of John Hade, former commercial program manager, it was announced last week by John H. McNeil, WJZ manager. New setup represents an expansion of WJZ's programming activities to cover development of new programs for presentation to prospective clients as well as handling of current local shows. Mr. Hade's duties are expanded to include development of sustaining shows in addition to commercial program supervision, his former post being abolished.

James Whipple has joined the program department staff as producer-writer, and an additional member, yet to be announced will be added as assistant to Mr. Hade, with the title of program supervisor. Mr. Whipple was supervisor of daytime programs of Ruthrauff & Ryan Inc., New York until several months ago, and has since been replaced by Lee Cooley, also R&R television director.

WWNC Survey

WWNC Asheville, N. C., will soon release detailed results of a study of radio listening in western North Carolina, according to Don S. Elias, executive director of the station. WWNC is purportedly the first CBS affiliated station to make use of the listener diary technique. The study was made by Industrial Surveys during the week of Nov. 13-20.

REGISTERING 100% attendance, top executives of all Boston stations marked the opening meeting of the Radio Advisory Committee of the 1945 Boston Red Cross War Fund Campaign at an informal luncheon at the Harvard Club of Boston Jan. 22. Seated (l to r): Raymond Richmond, associate campaign director; A. N. (Bud) Armstrong Jr., WCOP general manager; George Lasker, WORL general manager; Harry Goodwin, WCOP sales promotion manager; John D. Malloy, WCOP program manager; Francis Hart Jr., director of radio, Metropolitan Boston Chapter, Red Cross; Walter Hackett, OWI; Phillips Ketchum, general chairman, 1945 Red Cross War Fund Campaign; Francis W. Hatch, chairman of publicity committee; Fred Garrigus, WEEI program director; Lawrence Flynn, WMEX special events; George Steffy, vice-president, Yankee Network; Linus Travers, executive vice-president, Yankee Network; Earl Jeffrey, War Fund campaign director; Russell Offhaus, WHDH program director. Standing in the rear in the usual order are: Gordon Swan, WBZ-WBZA program manager; Charles S. Young, WBZ-WBZA general manager; John C. Dowd, chairman of the Radio Advisory Committee; Edgar Rust, executive vice-chairman, War Fund Campaign; Joseph Kelly, public relations director, Metropolitan Boston Chapter, Red Cross; Gerard H. Slattery, John C. Dowd Inc. Preliminary plans were discussed.

HERMANN B. DEUTSCH, associate editor of the *New Orleans Item*, is now heard every Friday night in a news commentary and analysis on WWL New Orleans for the American Brewing Co.

Experimental CPs

THREE construction permits have been granted by the FCC for new experimental television stations, all to use frequencies to be assigned by the Commission's chief engineer. Philco Radio & Television Corp. was authorized a station to be located in Arlington, Va. and to operate in connection with the Washington end of the Washington-Philadelphia relay system. The second station, also authorized for Washington, was granted Allen B. DuMont Labs. The third station goes to P. R. Mallory & Co., Indianapolis.

Reiter Joins BMI

HY REITER, recently discharged from the Army and formerly publicity and advertising director of Edward B. Marks Music Corp., New York, has been named to a similar post at Broadcast Music Inc., New York. Mr. Reiter succeeds Tod Williams, who has been named night supervisor of WHN New York. Constance Mendel has been shifted from BMI's station relations department to Mr. Reiter's staff.

CAB APPEALS CPRS COPYRIGHT DEMAND

BROADCASTERS in Canada have almost doubled their payments for copyright musical performances since 1937, Samuel Rogers, counsel for the Canadian Assn. of Broadcasters told the Copyright Appeal Board at Ottawa following the filing of higher rates for 1945 by the Canadian Performing Right Society (Canada's ASCAP). In 1937 at the rate of 8 cents per licensed receiver, Canadian broadcasters paid CPRS $70,000. Last year, based on the same rate, the fee was $138,310.

KVI Takes Doernbecker Suit to Higher Court

APPEAL to reverse a decree granted Laura M. Doernbecker in a suit started by KVI Inc. to enforce a contract she entered to sell the stock of the station for $125,000 plus the net quick assets, has been filed and will go to the Supreme Court of the State of Washington.

Mrs. Doernbecker contends the contract is not enforceable because a limitation of time was not agreed upon for the Federal Communications Commission to grant or disapprove the transfer. The plaintiff contends a time limitation was not necessary and asks the Supreme Court to compel the defendant to submit the proposed transfer to the FCC for approval or rejection.

Chicago Presentation

APPROXIMATELY 400 sponsors and advertising agency people were the guests of NBC at a presentation of the company's 1944 Nationwide Survey of Listening Habits last Wednesday at the Stevens Hotel, Chicago. Report was followed by an informal cocktail party.

Wright Expands

TO PROCURE manpower, Wright Aeronautical Corp., Paterson, N. J., last week started five quarter-hours of programs relating to the war on WNEW New York each week. Contract for 26 weeks covers *These Are Our Boys*, *Combat Correspondent* and *Pacific Newsreel*, all heard 7:45-8 p. m. on different days. Wright also uses WPAT to recruit workers. Agency is Burke, Dowling Adams, Montclair, N. J.

610 on the Dial

★ WHERE MOST OF THE PEOPLE LISTEN

★ WHERE MORE SALES ARE MADE

JAMES M. LeGATE
General Manager

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

5,000 WATTS • 610 KC • NBC

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

January Ratings Listed by Hooper

'When a Girl Marries' in First Place Among Weekday Shows

LIST OF "Top Ten" weekly programs in the January report issued by C. E. Hooper Inc., starts off with *When a Girl Marries* in first place, *Ma Perkins*, second and *Portia Faces Life*, third. The list continues with *Pepper Young's Family*, fourth, followed by *Life Can Be Beautiful* (11 a.m.), *Breakfast at Sardi's* (11:15 a.m.), *Young Widder Brown*, *Backstage Wife* and *Just Plain Bill*. Top-ranking Saturday daytime shows, not included in the weekday list above are *Grand Central Station*, first; and *Stars Over Hollywood*, second.

Average daytime sets-in-use, at 26.4 shows a rise of 1.4 from the last report, a much slighter gain than the comparable figures for the evening as shown in the Jan. 15 Hooper ratings report, which recorded a rise of 3.2 over the previous release [BROADCASTING, Jan. 22]. The daytime figure is up 0.1 from last year.

Daytime Audience Up

Average daytime audience rating of 4.9 is up 0.2 from the last report, down 0.3 from last year; average daytime available audience is 72.7, up 1.4 from the previous report, up 0.3 from a year ago.

Hymns of All Churches has the highest sponsor identification index—7.63; correct product identification accounting for 9.5; other product for 66.8; misidentification for 5.4 and 18.3 for those unable to name a sponsor.

Breakfast Club (Swift & Co.) had the greatest number of women listeners per set (1.39); *Tom Mix* the most men listeners (0.55) and *Terry & the Pirates* (1.37) the most children listeners per set.

The top-ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	*Men*	*Children*	*Total*
Jack Armstrong	0.85	0.35	1.36	2.56
Tom Mix	1.02	0.55	0.99	2.56
Breakfast Club (Swift)	1:45	0.30	0.42	2.17
Let's Pretend	1.07	0.23	1.21	2.51
Terry and the Pirates	0.81	0.23	1.37	2.41
Captain Midnight	0.72	0.35	1.27	2.34
Curt Massey	1.30	0.51	0.45	2.26

FROM BEN S. FISHER to Eliot C. Lovett went the presidency of the Federal Communications Bar Assn. at the annual meeting and banquet in Washington Jan. 19. Mr. Lovett, an expert in lifting bell weights as well as in tossing about Blackstone, claims he's fit for the arduous job ahead in radio jurisprudence.

Fulton Lewis To Leave For European Theatre

FULTON LEWIS jr., Mutual Washington correspondent, will leave shortly for the European war theatre, going first to France and then if possible to London and Rome to collect first-hand material for his overseas analyses of the news.

When Mr. Lewis is unable to get through on shortwave Fred Morrison, a member of his personal staff, will take over and deliver the Lewis news programs which are heard weekdays, 7-7:15 p.m.

Coast Guard Session

PLANS to send out more U. S. Coast Guard combat radio correspondents to record battle action, were discussed at a meeting of radio and press public relations officers of the USCG from all over the country. Meeting at headquarters, Washington, Jan. 16-18, the group turned the discussion over to radio for the session of the 17th. The three pending Coast Guard radio campaigns were planned to include SPAR recruiting, candidates for the Coast Guard Academy, 17-year-old recruiting, all under OWI allocations. Closer integration with Navy plans were stressed. Chairman of the radio panel was Ens. Jack Egan, former assistant radio director of Calkins & Holden, Kansas City.

House Commerce Body To Have 28 Members

INCREASED by three, the House Interstate & Foreign Commerce Committee for the 79th Congress will be composed of 28 members with 16 Democrats, 11 Republicans and one American-Laborite. Democratic members are: Lea (Cal.), chairman; Crosser (Ohio), Bulwinkle (N. C.), Chapman (Ky.), Boren (Okla.), Priest (Tenn.), Harris (Ark.), Sadowski (Mich.), Harless (Ariz.), all holdovers; Beckworth (Tex.), Murphy (Pa.), Kelly (Ill.), Patrick (Ala.), Sullivan (Mo.), Rogers (Fla.), Rabin (N. Y.), new appointees. Reps. Kelly, Patrick and Sullivan served on the Committee in the 77th Congress. Rep. Marcantonio (N.Y.) is the American-Labor Party member.

All Republicans, except Rep. Scott (Pa.), who did not return to Congress, were named last week with Rep. Gillett (Pa.) succeeding Mr. Scott. Republican members are: Wolverton (N. J.), Holmes (Mass.), who has reintroduced his radio bill [BROADCASTING, Jan. 16]; Reece (Tenn.), Halleck (Ind.), Winter (Kan.), Hinshaw (Cal.), Brown (Ohio), Howell (Ill.), Hall (N. Y.), O'Hara (Minn.), and Gillette.

Fuson Elected

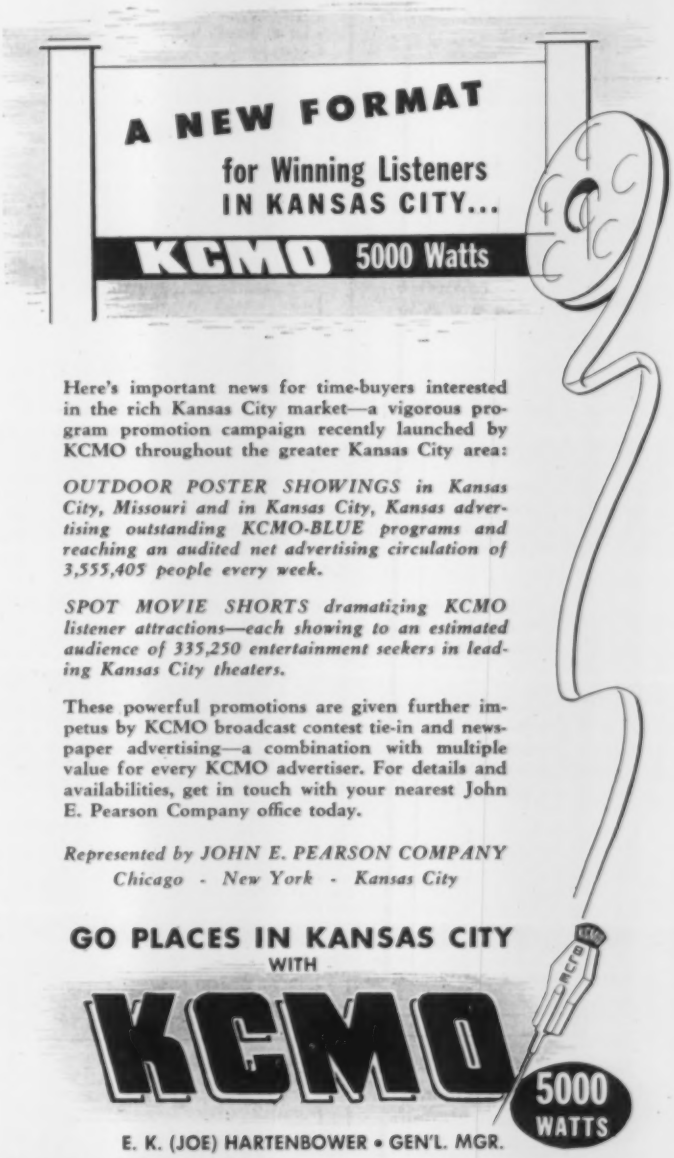
SAMUEL FUSON, vice-president in charge of public relations of Arthur Kudner Inc., New York, was elected president of the National Assn. of Public Relations Counsels at the annual meeting in New York Jan. 15. A. Schaeffer Jr. was elected secretary and Paul Haase, Controller Institute of America, treasurer. Other elected officers include: George W. Sutton, Sutton News Service, 1st vice-president; Theodore R. Sills, T. R. Sills Co., Chicago, 2nd vice-president; Pendleton Dudley, Pendleton Dudley Assoc., 3rd vice-president; Weston Smith, Guther Publications Co., 4th vice-president, and Henry von Morpurgo, West Coast public relations counsel, 5th vice-president.

Dominion Square Building—a hive of business activity.

IN BUSY MONTREAL

Business in Quebec Province is *good*, and radio advertising can get you your share, if you will key your program to the likes and dislikes of Quebec listeners. Adapting a program, even though it has been successful elsewhere in Canada, rarely produces results. Quebec wants its own programs, appealing to its own psychology and sense of humor. Our business is that of producing programs—in either French or English—which *do* produce results. Let us serve YOU.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



Here's important news for time-buyers interested in the rich Kansas City market—a vigorous program promotion campaign recently launched by KCMO throughout the greater Kansas City area:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri and in Kansas City, Kansas advertising outstanding KCMO-BLUE programs and reaching an audited net advertising circulation of 3,555,405 people every week.

SPOT MOVIE SHORTS dramatizing KCMO listener attractions—each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These powerful promotions are given further impetus by KCMO broadcast contest tie-in and newspaper advertising—a combination with multiple value for every KCMO advertiser. For details and availabilities, get in touch with your nearest John E. Pearson Company office today.

Represented by JOHN E. PEARSON COMPANY
Chicago - New York - Kansas City

GO PLACES IN KANSAS CITY
WITH
KCMO
5000 WATTS

E. K. (JOE) HARTENBOWER • GEN'L. MGR.

Kansas City's Basic-and ONLY-BLUE Network Station

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
NTERNATIONAL BLDG. WASH., D. C
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 20 TO JANUARY 26 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS

JANUARY 19

Chatham Broadcasting Co., Savannah, Ga.—Adopted order granting petition to dismiss without prejudice application for CP new station.

JANUARY 20

Georgia Broadcasting Co., Savannah, Ga.—Adopted order granting in part motion for continuance consolidated hearing on applications of Georgia Broadcasting Co. and A. C. Neff for CP new station Savannah; hearing continued to 2-14-45.

JANUARY 23

Mississippi Broadcasting Co., Macon, Miss.—Granted amended motion for leave to amend application for CP new station and removed said application from hearing docket.

WNLC New London, Conn.—Granted motion to dismiss without prejudice application for CP.

Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.—Passed over petition to dismiss application without prejudice.

WBAX Wilkes-Barre, Pa.—Passed over petition to amend hearing issues re application of WBAX for license and applications of others for new station Wilkes-Barre.

JANUARY 24

WLIB Brooklyn—Granted petition to intervene in hearing not yet scheduled on application of New Haven Broadcasters, New Haven, for new station.

Midstate Radio Corp., Utica, N. Y.—Granted petition to intervene in consolidated hearing set Jan. 29 on applications of Utica Broadcasting Co., and John B. Woodyard for new station Utica.

KRBC Abilene, Tex.—Granted in part motion for continuance of consolidated hearing now set Feb. 1 and continued same to March 1 re applications of KRBC, San Jacinto Broadcasting Co., and Calcasieu Broadcasting Co.

WTAW College Station, Tex.—Denied petition for consolidation with petitioner's application, or in alternative to intervene and enlarge issues re applications KRBC, KPLC and San Jacinto Broadcasting Co.

WGBF Evansville, Ind.—Granted petition for continuance to March 19 hearing now set Feb. 5 re license renewal application.

JANUARY 26

Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.—Granted petition to dismiss without prejudice application for CP new station.

WBAX Wilkes-Barre, Pa.—Granted petition to amend hearing issues re applications Central Broadcasting Co., Northeastern Pennsylvania Broadcasters Inc. and Key Broadcasters Inc. for new station Wilkes-Barre, in light of FCC Supplemental Statement of Policy of Jan. 16, 1945.

ACTIONS BY ADM. BOARD

JANUARY 22

Western Illinois State Teachers College, Macomb, Ill.—Placed in pending file application for CP new commercial educational station.

State U. of Okla., Norman, Okla.—Same.

WLIB New York—Placed in pending file application for CP new FM station.

KCMO Texarkana—Same.

Eagle Pub. Co., Pittsfield, Mass.—Same.

Farmers & Bankers Broadcasting Corp., Wichita—Same.

ACTIONS BY COMMISSION

JANUARY 25

1450 kc KTRI Sioux City, Ia.—Granted vol. assgn. license transfer control from Tribune Co. to Eugene H. Kelly for $17,375 for 50% of stock.

1460 kc WMPS Memphis—Granted ... days time from Jan. 26 within which ... complete transfer of control hereto ... approve by FCC.

Columbia Broadcasting System and ... tual Broadcasting System, New Yo... Granted permission to omit station id... fication during one-hour broadcast of P... ident's Birthday Ball program Jan. ...

560 kc KSFO San Francisco—Gra... petition requesting cancellation of hea... on application for renewal of license, ... set Feb. 5; granted license on re... basis.

950 kc WAAF Chicago—Granted lic... renewal for period ending 5-1-47.

550 kc KTSA San Antonio—Granted ... cense renewal for period ending 5-1-46.

600 kc WMT Cedar Rapids, Ia.—Gra...

1350 kc WORK York, Pa.—Granted ... cense renewal for period ending 11-1-...

Following stations were granted licen... renewal for period ending 2-1-46: KB... KFDA KFIO KMLB WCAT WC... WCPO WDLP WENY WITH WJ... KAST KFXD KHAS KSUN WBBZ WT... WMOB KGEK KOOS KWG KP... WBOC WESX WHOP WLOG.

Following stations were granted licen... renewal for period ending 11-1-47: KW... WFBL WFCI WHBC WHP (and aux... WHOM (and aux.) KPRO KTYW WS... WFEA (and aux.).

Licenses for following stations were ... tended upon temp. basis only pending ... termination of license renewal applicati... for period ending 4-1-45: KADA KE... KFJB KFMB KFUN KGDE KHBC KN... KPOW KRLH KVEC KVNU KW... KYSM WABI WAIM WAJR WAYX WE... WCLO WCBT WIBX WISE WJBC WK... WLOF WOLS WRBL WROX WS... WTOL WDSM WFTC WHBY.

Licenses for following stations were ... ther extended upon temp. basis only pe... ing determination of license renewal ap... cations, for period ending 4-1-45: KA... KDAL KELA KGCU KGNC KLO KL... KQV KSWO KTUL WCAX WCLE WD... WFIN WIBG WJAS WJDX WILM WI... WMBD WMPS WMRO WNEW (and au... WOWO WPAT WPEN (and aux.) WP... WTAQ WOV (and aux.).

Following stations were granted licen... renewals for regular period: WGES WB... WBOW WJNO WLVA KRGV.

Following stations were granted l... cense renewal for period ending 2-1-... WKLA WTBO WMOH.

Georgia School of Technology, Atla...—Granted CP new developmental broa... cast station on experimental basis o... on frequencies to be assigned by FCC, 1 k...

Following television broadcast stati... were granted license renewal for peri... ending 2-1-46: WBKB WCBW WR... WNBT W9XBK W9XBT W9XPR W9XB... W2XCB W2XGE W2XBT W2XB... W9XZV WABD W10XKT W2XVT W2... W6XAO W6XDU WPTZ W3XE W3X... W3XPA W3XPC W3XPR W6XYZ W6XL... W2XWV (Subject to changes in assig... ment which may result from Docket 6651.

Licenses of following television broa... cast stations were extended on temp. bas... only, pending determination license r... newal applications for period ending 4-1-45: W3XAD W3XEP W9XUI (Subject ... changes in assignment which may resu... from proceedings in Docket 6651).

WOKO Albany, N. Y.—Further exte... ed on temp. basis only license for facsimi... broadcast station (W2XWE) for peri... ending 4-1-45, pending determination ... cense renewal application.

Tentative Calendar . . .

JANUARY 29

Consolidated Hearing

Utica Broadcasting Co., Utica, N. Y.—CP 1450 kc 250 w unlimited.

Ronald B. Woodyard, Utica, N. Y.—Same
Intervenor: *Utica Observer-Dispatch.*

(Continued on Page 73)

WARREN TRANSPORTATION CO.
CONTINUES OVER WRRN FOR 26 WEEKS
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

WIP Contract to WLB

EW WIP Philadelphia contract
h the American Communications
sn. (CIO) members on its staff,
ich has gone to the WLB for ap-
oval, provides a five-day week
d payment for announcers on all
mmercials.

WHIO Seeks CP

HIO Dayton, O. last week filed
h the FCC an application for a
w developmental broadcast sta-
n to operate on 46,900 kc with
00 w using special emission for
M.

Actions of the FCC

(Continued from page 72)

JANUARY 31

Further Consolidated Hearing

Central Broadcasting Co., Wilkes-Barre, Pa.—CP 1240 kc 250 w unlimited.

Northeastern Pennsylvania Broadcasters, Wilkes-Barre, Pa.—Same.

Key Broadcasters, Wilkes-Barre, Pa.—Same.

WBAX Wilkes-Barre, Pa.—License 1240 kc 100 w unlimited.

Applications . . .

JANUARY 23

1280 kc WGBF Evansville, Ind.—Vol. assgn. license from Evansville on the Air Inc. to Curtis Radiocasting Corp.

WMLL Evansville, Ind.—Same.

W9XEV Evansville, Ind.—Same.

NEW-43,700 kc Wm. H. Block Co., Indianapolis—CP new FM station, 9,316 sq. mi., $59,000 estimated cost.

NEW-48,100 kc WSOY Peoria, Ill.—CP new FM station, 14,130 sq. mi., $69,050 estimated cost.

NEW-49,100 kc Messenger Pub. Co., Athens, O.—CP new FM station, 8,940 sq. mi., $26,500 estimated cost.

JANUARY 24

NEW Board of Education, Sewanhaka High School, Floral Park, N. Y.—CP new non-commercial educational station 250 w special emission for FM.

1240 kc WBAX Wilkes-Barre, Pa.—CP increase 100 w to 250 w.

NEW-1340 kc Dublin Broadcasting Co., Dublin, Ga.—License to cover CP new standard station (WMLT).

NEW-1600 kc Charlotte Broadcasting Co., Charlotte, N. C.—CP new standard station 1 kw unlimited DA-DN.

NEW Sherron Metallic Corp., Brooklyn, N. Y.—CP new experimental television station to be operated on any or all channels 6 to 18 not allocated previously and with 10 kw.

JANUARY 25

590 kc WGTM Wilson, N. C.—CP change 1340 kc to 590 kc, increase 250 w to 5 kw, install new trans. DA-DN, change trans. site.

NEW-45,500 kc Beckley Newspapers Corp., Beckley, W. Va.—CP new FM station. 7,470 sq. mi. (Resubmitted).

NEW-47,700 kc WSAN Allentown, Pa.—CP new FM station, 14,550 sq. mi. $104,300 estimated cost.

Five Commissioners, FCC Executives Leave on Army Communications Tour

FIVE MEMBERS of the FCC, plus its general counsel, chief engineer and engineering supervisors, left Washington by Army plane last Friday for an inspection tour of Army communications bases in the South, Southwest, Pacific Coast and Midwest. All members of the Commission save C. J. Durr left on the trip, with the Alabaman remaining home because of an indisposition provoked by a carbuncle.

During the absence of the Commissioners, Mr. Durr will be acting chairman. The party is scheduled to return to Washington on Feb. 6.

Guests of Brig. Gen. H. M. McClelland, Army Communications Officer, AAF, the party included Chairman Paul A. Porter, Commissioners Norman S. Case, Paul A. Walker, Ray C. Wakefield, E. K. Jett, Chief Engineer George P. Adair, General Counsel Charles R. Denny; George Sterling, chief of the Radio Intelligence Division; James P. Veatch, International Division, Engineering Dept.; Glen E. Nielsen, assistant chief, Safety & Special Services Division, Engineering Dept.; Charles A. Ellert, technical supervisor, Radio Intelligence Division. V. Ford Greaves, supervisor, western area, RID, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip.

Also on the plane were Lt. Col. J. Elroy McCaw, executive assistant to Gen. McClelland, and Col. Frank W. Wozencraft, former RCA Communications general counsel, now secretary of the Joint Communications Board.

The inspection marked a new relationship between the FCC and the military, likely to be followed by other coordinated activities. It is presumed that Naval communications operations later will be inspected.

Vitaplus Fined

FINE of $500 was imposed last week in special sessions court, New York, on Vitaplus Inc., New York, convicted of broadcasting misleading advertising in regard to a "Pep" tablet for gasoline [BROADCASTING, Dec. 4]. Fine will be a lien against corporation, now in bankruptcy. Proceedings against Sylvan D. Broder, president and defendant, were dropped by reason of his death in a clipper crash Jan. 8. Case against Kalman Greenberg, vice-president and third defendant, was withdrawn.

KEX Appointments

APPOINTMENT of R. E. Rudolph as sales manager and Harold Bratsberg as continuity director of KEX Portland, new Westinghouse station, was announced last week by J. B. Conley, manager. Before his recent service in the Army Air Corps, Mr. Rudolph was account executive of KEX and KGW Portland. Mr. Bratsberg was program manager of KALE Portland.

Network Accounts

All time Eastern Wartime unless indicated

New Business

CHARLES E HIRES Co., Philadelphia (Hires Root Beer), on Jan. 24 started **Hires** *Iceboxe Follies* on 183 Blue stations Wed. 10-10:30 p.m., having discontinued Jan. 15 *Heidt Time for Hires* on 136 Blue stations Mon. 7-7:30 p.m.

STOKELY Bros. & Co., Indianapolis (food products) on Jan. 29 starts *Take It Easy Time* on 116 MBS stations (plus delayed broadcasts on 14 stations) Tues. & Thurs. 11:30-11:45 a.m. Agency: Calkins & Holden, N. Y.

Renewal Accounts

E. O. ANDERSON Co., Los Angeles (Shontex), on Jan. 20 for 52 weeks renewed *Dreamboat* on 7 Don Lee Pacific stations Sat. 9:15-9:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

Network Changes

MANHATTAN SOAP Co., New York (Sweetheart soap), on Jan. 17 discontinued *Scramby Amby* on 177 Blue stations Wed. 10:30-11 p.m. Agency: Duane Jones Co., N. Y.

COCA-COLA Co. of Canada, Toronto, on Jan. 1 changed *Coca-Cola Victory Parade* to *Coca-Cola Music Club* on 27 CBC Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: D'Arcy Adv. Co., Toronto.

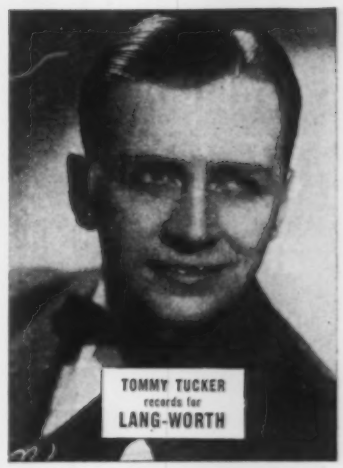
EVERSHARP Inc., Chicago, on Jan. 23 discontinues Hal McIntyre's Orchestra on 15 Blue stations Tues. 10:30-11 p.m. Agency: Biow Co., N. Y.

GEORGE W. LUFT Co., New York (cosmetics) on Feb. 23 shifts *Sammy Kaye Tangee Variety Show* from 69 MBS stations Thurs. 8:30-9 p.m. to 173 Blue Network stations Fri. 10-10:30 p.m. Agency: Warwick & Legler, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep), on Jan. 15 resumed *Superman* on 175 MBS stations Mon. thru Fri. 5:15-5:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

STANDARD BRANDS Inc., New York (Yeast), on Feb. 4 replaces *One Man's Family* on 132 NBC stations Sun. 8:30-9 p.m. with the Eddie Bracken show and on Jan. 30 starts *One Man's Family* on about 182 Blue stations Tues. 7:30-8 p.m. (repeat 10:30 p.m.) for Tenderleaf Tea. Agencies: Kenyon & Eckhardt, N. Y. (Yeast); J. Walter Thompson Co., N. Y. (Tenderleaf Tea).

CAPT. WILLIAM C. EDDY, USN, former director of W9XBK, Balaban & Katz television station, Chicago, and electronics expert, has been promoted to that rank, according to the Navy Dept. He now is commanding officer of the Naval Radio School, Chicago.



WBNX

DAILY PROGRAMS IN

Italian Polish English German Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

REACH THE Active SALT LAKE MARKET THROUGH KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

downtown
ST. LOUIS
at your
doorstep

HOTEL
Mayfair

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK

STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

HORACE N. STOVIN
AND COMPANY
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

JournalismCouncil Formed in Chicago

A COUNCIL on radio journalism composed of five educators and five broadcasters was formed Jan. 25 in Chicago at a meeting at the LaSalle Hotel following the NAB news committee meeting held the day before and which had formulated recommendations as to maintenance of the high status of radio news.

F. S. Siebert, University of Illinois, president of the American Assn. of Schools & Department of Journalism, was elected chairman of the council, Arthur Stringer, NAB director of promotion, was elected secretary, with three committees to be appointed by the chairman; 1) to draft bylaws and a charter and to incorporate the organization; 2) to study training of teachers of radio journalism and, 3) to draft a standard for university education for radio journalism.

Representing radio on the council are:

Karl Koerper, KMBC and chairman of the NAB news committee; William Brooks, NBC, New York (unable to be present); Bill Ray, NBC Chicago, representing Mr. Brooks; E. R. Vadeboncoeur, WSYR Syracuse; Arthur Stringer, NAB director of promotion; Paul White, CBS New York (unable to be present); Everett Holles, CBS New York, representing Mr. White.

Members representing educators at the council were:

Floyd Baskette, Emory U., Atlanta; Mitchell Charnley, U. of Minn.; Wilbur Schramm, State U. of Ia.; F. S. Siebert, U. of Ill.; I. Keith Tyler, Ohio State U.

Next meeting of the council is scheduled for May in New York at which time the committee to study training of teachers, headed by Mr. Charnley, will have the statement of standards, which was printed in the December issue of the *Journalism Quarterly*, ready for approval.

LONGSHOREMEN AID BY MBS IS PRAISED

RADIO'S role in combatting holiday absenteeism among longshoremen at the Philadelphia cargo port of embarkation during Christmas week, has been commended by Col. Alex. B. MacNabb, Transportation Corps, port commander, in a letter to Frank Singiser, Mutual commentator. In a network broadcast from WIP Philadelphia, Dec. 30, Mr. Singiser described how a battalion of troops had to be called out to load the ships. He presented Col. MacNabb, who reminded listeners that "war takes no holiday."

Within five days some 200 were reported to have filed applications for work, said to be the largest number of new people since last April, and within a week 98% of the openings for civilians were filled.

Assistance rendered by Mr. Singiser and Mutual in reporting accurate, effective facts on the situation "was of immeasurable aid in getting absentee longshoremen back to work," Col. MacNabb wrote Jan. 9. When the facts were called to their attention through the broadcast "an improvement was noted, and the situation very soon returned to normal" he stated.

RAIRDEN DESCRIBES LISTENING ON SHIP

WITH A RECORD for lightning fast promotions, Lt. Wally Rairden, USN, ex-radioman, recently returned from the Philippines where the ship he was commanding went down in the invasion of Ormoc. Lt. Rairden was an announcer-producer with KFAC Los Angeles, and actor-writer-producer with KFWB KNX KFI KHJ, all of Los Angeles, before joining the Navy.

In April 1941, Wally Rairden enlisted as an apprentice seaman. Step-by-step he was promoted to chief quartermaster, then in March 1944 was commissioned an ensign after hospitalization for a shoulder injury received when his ship was torpedoed near New Guinea. In August, he was spot-promoted to full lieutenant upon becoming commanding officer of an LSM, holding that command until his ship was lost Dec. 7 in the Philippines.

He related in a recent interview that radio listening aboard his ship is usually arranged by means of a central receiver and loud speaker systems. "Our most reliable stations were the Armed Forces Radio Service shortwave stations on the West Coast, beamed to the Pacific", he said. "Though at times," he added, "we could get Stateside stations. Through a freak wave, we got KNX very clearly one night just off New Guinea. When the ship was within transmission range of the AFRS stations on the islands throughout the Pacific, we listened to their programs and really enjoyed them."

Now on a 30-day leave, Lt. Rairden has not yet received orders for his next assignment. After the war, he plans to go back to radio, specializing in television. Just before enlisting, he was in films, with Warner Bros. and Paramount. His last position at Paramount was assistant to Eugene Zukor.

Court Dismisses Claims For Show Ownership

COURT actions filed by Verl K. Thompson KSOO-KELO Sioux Falls, S. D., program manager and Harold Gingrich, former time salesman there, claiming part ownership of the idea for *Blind Date* will probably be dismissed, Circuit Judge Lucius J. Wall indicated in a memorandum.

Formal decision on the case which is against Joe Floyd, operator of the Hollywood theatre and his business associates, Clifford Gill was to be announced today. An appeal may be filed with the state supreme court.

New Type Radar Tower

AMONG the new types of masts and towers from 20 to 500 ft. in height which the Harco Steel Construction Co., Elizabeth, N. J., has developed, is the "Bantam King", which is described as particularly adaptable to radar and such applications as may require 500 or more pounds of top loading on an 8 x 4 ft. platform.

FOR the 14th consecutive year, CBS will cover major indoor track meets, starting Feb. 3 with the Army-Navy relay race from the Millrose games at Madison Square Garden, New York. Ted Husing and Jimmy Dolan will handle the meets.

WANT
TO PURCHASE
LOCAL CHANNEL
RADIO STATION
East of Mississippi
and in the North
Letters held in confidence
Box 185, Broadcasting

WANTED TO PURCHASE
Studio and transmitter equipment for 250 watt station. Give full details. Will purchase entire equipment or whatever parts are available. Want standard broadcast equipment — nothing outlaw.
Box 145, BROADCASTING

The
ROBERT L. KAUFMAN
Organization
Technical Maintenance Service for Broadcast Stations
Our service will help you if you are short of well-trained men to keep your plant operating efficiently.
Munsey Bldg. District 2291
Washington 4, D. C.

WANTED TO BUY
1000 or 5000 transmitter.
Must be FCC approved.
Also, 3 towers and associated equipment.
Box 132, BROADCASTING

The SCHOOL of
RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
SPRING TERM
FEB. 5
Day & Evening Courses
Taught by Network Professionals, for Beginner & Advanced students, include:
• Announcing • Station Routine
• Newscasting • Acting
• Continuity Writing • Diction
• Commentating • Voice
Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
VETERANS: accepted if qualified under G. I. Bill.
R.K.O. BUILDING RADIO CITY, N.Y.
CIRCLE 7-0193

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

writer—Young man with several years experience, capable of writing salable commercial copy. Good paying, permanent position with 1,000 watt midwest regional network station. Box 929, BROADCASTING.

erator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 5,000. Good post-war future. Box 932, BROADCASTING.

nsmitter operator—Upstate New York regional station. First class license only. Permanent position. Send all qualifications. Box 69, BROADCASTING.

nted for 5000 watt southwestern network station. Two thoroughly experienced, versatile, male continuity writers, capable of top-flight production in both commercial and sustaining shows and spot announcements. Excellent salaries to the right people. No loafers, habitual drinkers or visionaries wanted! Permanent positions. Tell all in first letter: age, experience, salary expected. Enclose late photos. Address Box 92, BROADCASTING.

levision maintenance engineers. Essential industry. Large broadcasting company in New York City. Excellent opportunities. Secure future. Write full details. Box 116, BROADCASTING.

ief engineer, manager or combination. Experienced and reliable. Family man. Classified 4A. Box 159, BROADCASTING.

rida eastcoast station has opening. First class engineer with complete knowledge of maintenance. One experienced staff announcer. Ideal working conditions. Box 168, BROADCASTING.

Chief engineer. 5 kw. In midwest metropolitan market. Network affiliate. Thoroughly experienced, all phases operation maintenance, recording, with executive ability. Position in $5,000 class. Detail previous experience, draft status, age, references and salary expected. Enclose snap shot. All replies confidential. Box 171, BROADCASTING.

Transmitter engineer. Experienced, deferred. 5000 watt Ohio station. State full particulars about yourself, including salary desired. Confidential. Box 172, BROADCASTING.

Announcer-program director — 250 watt NBC affiliate in south has opening for top-notch announcer capable of developing into program director and organizing smooth, efficient program operation after learning station setup. Excellent opportunity and good earnings for an above average announcer who wants a permanent position of responsibility with fast growing organization. Outline full information background, qualifications, expected earnings and references in first letter. Box 186, BROADCASTING.

50 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent opportunity for steady employment. A first, second or restricted license would help. Send details to Box 182, BROADCASTING.

Dependable versatile announcer with references needed by 5 kw NBC affiliate. Southwestern city 150,000. News, commercials, no controls. Ideal working conditions. Box 183, BROADCASTING.

Continuity director needed WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years radio writing experience essential. Need a man or woman who is interested in postwar future; AM, FM and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

Copywriter—If you are a good radio copywriter, particularly with retail experience and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Wanted—Experienced network type announcer preferably with restricted license. Must be good announcer. Start sixty dollars per week. Will pay moving expenses for permanent, reliable man. Station WINC, Winchester, Virginia.

Help Wanted (Cont'd)

We have openings for two experienced announcers. Pleasant working conditions in 1000 watt Mutual affiliate. 40 hour week, good pay. Permanent positions for the right parties. Give complete story first letter. Age, experience, salary expected and late photo if possible. Address G. P. Richards, WHBL, Sheboygan, Wisc.

KFUN, Las Vegas, wants young man with first class ticket, medical discharge or otherwise draft-free, who wants to build all-round experience. You can get perspective with this 250 watter, one of the best, located in high, dry, mild climate of colorful New Mexico.

Announcer wanted WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years broadcasting (straight or sports) announcing experience essential. Want ambitious man who is interested in a postwar future, AM, FM, and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

Excellent positions open for electrical, electronic engineers, first, second, third class radio engineers, production men, junior, senior announcers, station executives, news editors, time salesmen, radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Network station wants announcer to handle evening shift. 40 hour week. No control work. Ideal working conditions and best year around climate in U. S. Give details in first letter as place is now open. Station KGBS, Harlingen, Texas.

KGFW, Kearney, Nebr., wants first class engineer, minimum announcing, excellent future. Also experienced ambitious salesman. Immediate placement, permanent. Send details immediately.

Wanted—First class transmitter engineer for station 30 miles from Pittsburgh. Salary $45.00 for 40 hour week. Write or wire collect WISR, Butler, Penna.

Situations Wanted

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Chief engineer—Radio broadcasting, communications. Ten years engineering experience. Specialist audio facilities. References. Box 96, BROADCASTING.

Capable, experienced program production director, writer, also, announcer, news commentator, console operator, seeks new location. Over draft age. Steady. Married. Box 154, BROADCASTING.

Program director and capable announcer looking for position. Now program director of Chicago regional. Interested in permanent spot with good local or regional station. Box 155, BROADCASTING.

Veteran—Ten years radio, four broadcasting and commercial. Desire permanent position transmitter. Married, first class, prefer midwest or west. Make offer. Box 156, BROADCASTING.

Announcer-newscaster — Young, married, draft-deferred. No bad habits, not a drifter. Seven years valuable experience. Former chief announcer, now news editor of 5 kw Chicago station. Recently passed audition at major Chicago station. No duration jobs, must be permanent in reputable 5 or 10 kw station. Box 157, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR. 14 YEARS OF PROVEN ABILITY. ENERGETIC, DEPENDABLE. FAMILY MAN. WILL CONSIDER ONLY PERMANENT OFFER. ALL CORRESPONDENCE TREATED CONFIDENTIAL. BOX 164, BROADCASTING.

Situations Wanted (Cont'd)

Station manager—Considerable experience with full knowledge of network operations, good reference, married, three children. Interview at owner's convenience. Box 160, BROADCASTING.

Salesman—commercial manager. 15 years radio selling-diplomatic, high sales record. Looking for permanent connection. Could direct station and handle sales. Box 161, BROADCASTING.

Salesman—Proven sales record, honest, bondable. Over 38. Family man. Seeks worthwhile sales position. Give complete information. Box 162, BROADCASTING.

Announcer—Six years' experience sports, news, platters. Want all night record show, news, sports job. Veteran. License. Box 163, BROADCASING.

Announcer with third class license. Excellent pay. Midwest local. Box 165, BROADCASTING.

Announcer with 3rd class radio telephone license desires position, preferably southeast. Veteran. 21 years of age. Ambitious, particulars upon request. Box 166, BROADCASTING.

Honorably discharged veteran desires permanent connection congenial surroundings as combination program director-announcer or chief announcer. Finest references. Box 167, BROADCASTING.

Feminine commentator, announcer, actor. Sincere, mellow, persuasive voice. Fifty thousand watt network outlet references. Wish big city only. Have plenty of program ideas. Box 169, BROADCASTING.

Program-production director. 38, draft exempt, married. 10 years experience, organizer and executive. Original, saleable ideas. Midwest or east. Box 170, BROADCASTING.

Writer—5 years experience with important stations. Can turn out volume of quality material from commercials to dramatic shows. Excellent references. Draft exempt. Box 173, BROADCASTING.

Program manager available. Can deliver sound commercial program ideas plus the ability to write and produce them. Know music, traffic, can handle announcers. Fully experienced. Age 39. Box 174, BROADCASTING.

Newscaster available. If you're interested in a newscast that's just different enough to command attention and build listeners, write for my transcription. Box 175, BROADCASTING.

Essential to your station. A good feminine voice. Radio school graduate. Experienced on independent and network. All around staff, women's, children's, music commentary, announcer-operator, restricted license. Box 177, BROADCASTING.

Chief engineer or operator. Prefer station vicinity of Washington or Baltimore. First class license and extensive experience. Box 178, BROADCASTING.

Two announcers—Experience, drafted deferred. Pleasing voices, executive ability, specializing in news, sports, commercials and live talent shows. Desire station that puts production first. Box 179, BROADCASTING.

Production assistant, 11 years entertainment field experience, presently in radio. Deferred, university graduate, seeks better opportunity. Box 180, BROADCASTING.

Third class operator. Woman experienced in announcing, production and some continuity. Thoroughly capable, dependable and sincerely interested in radio. Prefer small station at modest salary. State all first letter. Lucille Gallion, Box 402, Logan, West Virginia.

Discharged veteran. First telephone license. Wants permanent job salary open. Carl C. Cook, 621 N. Elm St., 582 W, Carlsbad, New Mexico.

Wanted to Buy

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, three antenna coupling units, phasing equipment or parts to build such equipment. Will also purchase any available studio equipment. Box 93, BROADCASTING.

Wanted—1 kw transmitter with all available associated equipment. Cash. Furnish full description. Box 94, BROADCASTING.

Will pay cash for coils and/or condensers. State rating and capacity of any available and price wanted. Box 97, BROADCASTING.

Wanted—5 kw transmitter, three 300 foot towers, phasing equipment, and phase monitors. Give specifications and price in reply. Box 108, BROADCASTING.

Wanted to buy—250 watt broadcasting station, now in operation. State location, price and details of sale. Box 114, BROADCASTING.

Wanted—250 watt broadcast equipment, transmitter, audio input and measuring equipment, also tower approximately 180 feet. Box 129, BROADCASTING.

Wanted to buy—Your auxiliary 5 kilowatt transmitter, also frequency monitor. Box 135, BROADCASTING.

Wanted to buy—2 one-kilowatt transmitters, 1 five-kilowatt transmitter, 2 consoles, modulation monitor, frequency monitor, 100,000 feet of No. 8 or 10 copper wire, microphones, turntables, amplifiers, and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—25A Gates frequency control unit or equivalent. Box 150, BROADCASTING.

Wanted to buy—Party fully qualified, financially and otherwise, will buy going 1 to 5 kilowatt radio station in a field of 100,000 or more population. Purchasers will identify themselves to responsible third party. Box 158, BROADCASTING.

For Sale

For sale—New 250 watt broadcast transmitter. Complete with tubes and Bliley oven xtal. FCC approval. No priority needed. Immediate delivery. Contact Mr. Beverly B. Ballard, 558 A St., Yuba City, Calif.

For sale—General radio 581-B frequency meter with 565-E oscillator. Maker advises FCC may permit wartime use. Lacks two milliammeters. Offered as is. KALE, Portland, Ore.

Miscellaneous

Wanted—1000 watt transmitter or 1000 watt amplifier for 310 B Western Electric transmitter. Box 149, BROADCASTING.

STATION MANAGER SEEKING NEW AFFILIATION

Thorough background in all phases station and regional network organization and operation. 7 years as successful station manager.

Now assistant to Vice-President-General Manager of 50,000 watt station.

Salary minimum $8,000 per year or % of earnings arrangement.

For personal interview wire or write

BOX 176
BROADCASTING

WFCI Application for 50 kw Unnecessary, Says Adm. Horne

Requests FCC to Ignore Previous Statements Made By Capt. Hullfish in Support of Request

APPLICATION of 1000 w WFCI Pawtucket, R. I. for 50,000 w on an existing clear channel, which had been supported by the commanding officer at the Quonset Point U. S. Naval Air Station as contributing to the war effort, was torpedoed last week by Vice-Admiral F. J. Horne, Vice-Chief of Naval Operations.

WFCI, now operating on 1420 kc, had applied for 50 kw on 1200 kc, basing its application mainly on a written appeal by Capt. W. S. Hullfish, USN, supply officer at the Air Station, that approval by the FCC be "undelayed and favorable".

Writing to T. J. Slowie, secretary, FCC, Nov. 24, Capt. Hullfish said: "Immediate advantage would be realized in connection with air navigation, operational and training, and in the acceleration of confidential research of high military importance, were Radio Station WFCI enabled to install new equipment and broadcast at the indicated increased power."

Before hearings on the application could be held, however, the FCC received (Jan. 17) a letter from Adm. Horne, which stated in part: "The Commission is hereby advised that the Navy Dept. considers the change in the operation of Radio Station WFCI as proposed in (the) application will not materially assist in the conduct of the war. The Commission is, therefore, requested to give no weight to statements to that effect made by or on behalf of the applicant in connection with the Commission's consideration of the application."

Filed with the application, as an exhibit, was an agreement, drawn in the form of a letter from Capt. Hullfish to Frank F. Crook, treasurer of the Pawtucket Broadcasting Co., licensee of WFCI, and countersigned by Mr. Crook and Howard W. Thornley, president.

Agreement

The agreement specified that, for the consideration of $1 to be paid the Pawtucket Broadcasting Co. by the United States Government, the principals of the Company would agree to:

(1) Increase the station's power.

(2) Operate the transmitter on a fixed beam.

(3) Install an intermittent signalling device to be furnished by the Government and to be operated whenever regularly scheduled programs were not being broadcast.

(4) Provide competent technicians.

(5) Grant qualified Navy personnel access to the equipment at all times.

Of this agreement, the Navy Department in Washington, said: "The agreement . . . had not been submitted to the Navy Dept. prior to its execution, and was not in line with the policy of the department to abstain from making recommendations to other governmental authorities relating to the granting of licenses and priorities."

According to a notation on Capt. Hullfish's letter of Nov. 24 to Mr. Slowie, a copy was forwarded to "Radio Material Liaison Officer, 1st Naval District—Attn: Lt. Comdr. W. P. Oury."

Comdr. Oury, before being commissioned in the Naval Reserve in June, 1942, was general manager of WFCI. He, with Mr. Thornley and Mr. Crook, present manager of the station, were original applicants for the outlet. Comdr. Oury is now stationed at the Quonset Point Naval Air Station, the Navy Dept. reports.

The WFCI application noted that, if granted, its 50 kw equipment would be designed to eliminate interference with WOAI San Antonio, operating now with 50 kw on 1200 kc as a Class I-A station. Only station entering objection to the application, however, before the Navy Dept. stepped in was WLIB Brooklyn.

GE Appoints Two

L. R. O'BRIEN, former director of sales of the Ken-Rad Tube & Lamp Corp., the electronic tube division of which was recently acquired by General Electric Co., has been appointed sales manager of equipment tubes by GE. R. W. Metzner, former Ken-Rad lamp division sales manager, has been appointed by GE as sales manager of replacement receiver tubes. Both will be responsible for the sales of Ken-Rad and GE brand tubes. Mr. O'Brien will remain in Chicago while Mr. Metzner will now headquarter in Schenectady.

'Salutes' Continue

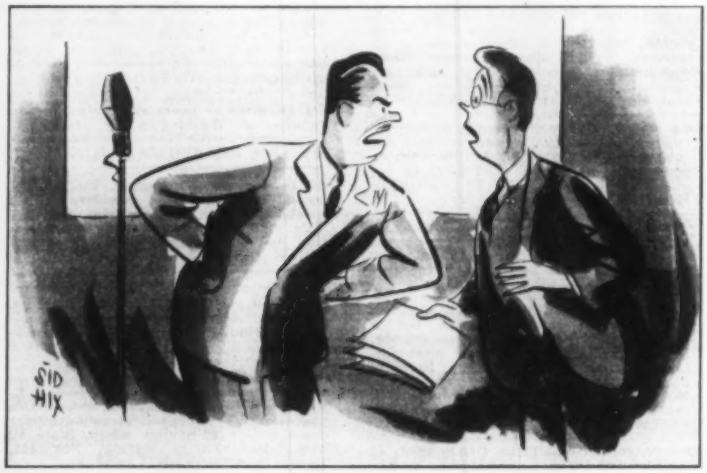
CONTINUATION of the sponsorable *Treasury Salute* transcribed dramatic series on a three-a-week basis until the Seventh War Loan Drive expected in late May or early June has been announced by Thomas H. Lane, director of radio, press and advertising for the Treasury War Finance Division. One factor for the continuation, according to Mr. Lane, is results of NAB and Treasury surveys made following the Sixth War Loan which show that 756 stations currently are scheduling the programs in favorable spots. Another factor is the large number of unsolicited requests for continuation of the *Salutes*.

LAROCHE EXPLAINS STAND ON GAILMOR

THE Blue Network last Wednesday brought to a close its investigation of charges brought against William Gailmor's commentary on WJZ, New York outlet of the Blue, with a vindicating statement by Chester J. LaRoche, Blue vice-chairman, that evidence did not warrant removal of the program from the air. Charges were brought up in a series of press attacks launched by columnist Westbrook Pegler to the effect that Mr. Gailmor was pro-Communist, morally unfit to be a news commentator and that Electronics Corp. of America, New York, the sponsor, was purchasing radio time to advance the political philosophy of its president, S. J. Novick, who is also associated with People's Radio Foundation, new FM project.

Blue announcement was followed by an expression of appreciation from Mr. Novick for the Blue's comprehensive action on the investigation which "confirms and underscores the sole purpose of our program—advertising the company, building goodwill and creating a market for ECA radios in the postwar era."

ECA last week appointed Ray-Hirsch Co., New York, as its agency and is considering an expansion of its radio advertising to include additional local news programs, it was learned. Company and its former agency, Shappe-Willkes, New York, parted several weeks ago.



Drawn for BROADCASTING by Sid Hix

"Lufrednow, the Sponsor Doesn't Give a Damn What YOUR Name Spells Backwards!"

SENATE BILL CURB LISTENING DEVIC

THERE'LL BE no promisc use of any listening device which the human voice ma heard at distances as great a miles, if Sen. William Langer S. D.) has his way. He introc a bill (S-376) last week maki unlawful to "own, possess, or within the United States" any device unless it be registered and licensed by the Attorney eral.

Sen. Langer told BROADCAS there is such a device in exist —one by which, without wire transmitter, the human voice be heard some distance. He clined to comment further but serted: "We're going to brin all out at hearings." Sen. La said he would press for p hearings before a subcommitte the Judiciary Committee, to w the bill was referred. The Judic Committee hadn't designated bill for hearing when BROADC ING went to press.

Some months ago Drew Pear Blue commentator who has under attack by various Sena and Representatives from time time, mentioned the existence such a device in his syndic newspaper column. FCC engine hadn't heard of it. Sen. Lang bill provides heavy penalties unlicensed use of the "listening vice," with the fine ranging to $ 000 or imprisonment of not m than 20 years, or both. Disclos publicly of any information ga ered by the device would be as criminal, under the Langer as operating one without a lice

KQW, KSFO Bids Denie By FCC in Duel for 74

DENIAL without prejudice w ordered by the FCC of petitio filed by KQW San Jose a KSFO San Francisco for reinsta ment and reconsideration of app cations for assignment on 740 with 50,000 w. Chairman Porter d not participate.

The petitions sought consider tion under the old FCC-WPB sta ment of policy of Jan. 26, 1944 use of critical materials for co struction. Both applications pr viously had been denied April 1 1943, under the original freeze o der of April 27, 1942.

CBS San Francisco key, KQ has been regularly licensed on 7 kc with 5,000 w since the deni of its application in 1943.

In February 1940 KSFO applie for assignment of 50,000 w on 7 kc and in November of that ye KQW filed a similar applicatio

KOA Stock Show

COVERAGE of the Nationa Western Stock Show Jan. 1 through 21 by KOA Denver in cluded daily programs and feature direct from the Stock Yards sta dium in addition to numerous spe cial studio programs devoted spe cifically to the show. Interview were scheduled with 4-H club, stoc and farm leaders. Resume of pre ceding day's events was presente daily by Hal Renollet, director o the KOA agriculture department on his *Mile-Hi Farmer* program.

INKHAM'S . PROVERBIAL . PHILOSOPHY.
Coming events cast their shadows before.
The feeling of utter listlessness, lack of energy, desire to be alone, or the "don't care" feeling, are all shadows of coming events. No woman should permit those symptoms to gain ground, for, being forewarned, she should be forearmed.
Pinkham's Vegetable Compound

This Advertiser Helped Establish the WOMAN'S MARKET!

IN 1879, the first Lydia E. Pinkham newspaper advertisement appeared. That was the beginning of a new era in which, for the first time, advertising was aimed directly at women as a distinct buying group. Today, more than 70% of all advertising is directed to women, and woman has become the recognized "purchasing agent" for the family.

In the DISTRIBUTION DECADE

Advertising Must Establish Many New Markets!

TODAY, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America's Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world's highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION